

NOVEMBER

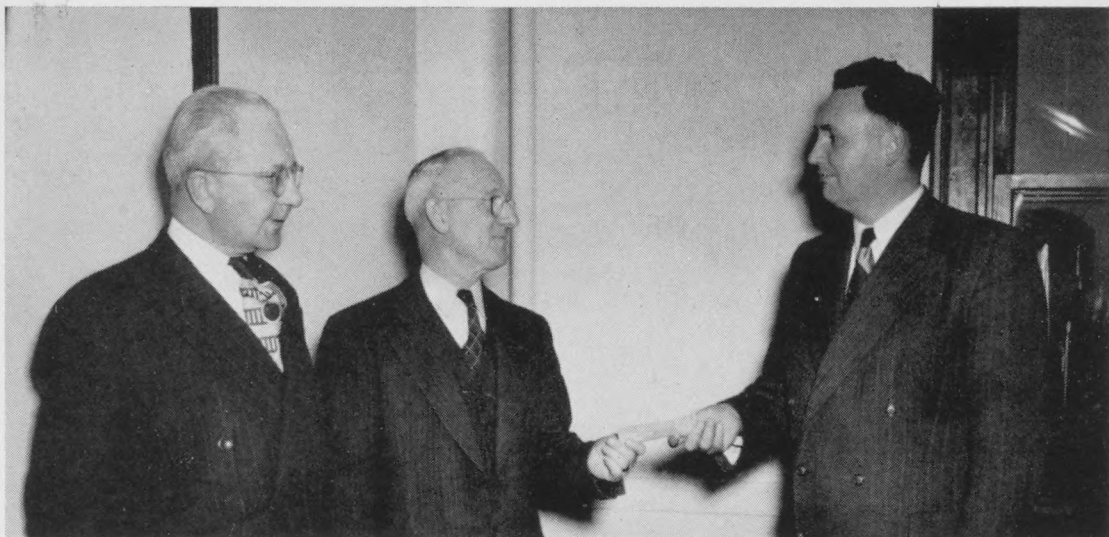
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1950

CONTACTS

NOV. 1950





Eatonians Give a Big Boost to the Community Chest

The picture shows Mr. Jim McClure (centre), president of the Eaton Employees' Charitable Fund, presenting a pledge for \$47,000 to Mr. Henry B. Monk, Community Chest Campaign chairman. At left is Mr. T. P. McBryde, secretary of the fund. The gift was made up of \$30,000 from employees, \$16,000 from the Company and \$1,000 from Mr. H. M. Tucker.



Your E. E. C. F. Reports

Recently your Eaton Employees' Charitable Fund Committee made, on your behalf, the following distribution of monies received:

\$500 to United Nations Appeal for Children. (This was balance of \$1,000 pledged earlier.)

\$500 to the Navy League of Canada who are making a nation-wide appeal for funds this month.

During September five women members of the E.E.C.F. committee visited the Stella Avenue Day Nursery. This organization has a nursery for children up to three, a playground for those from three to kindergarten age, and a kindergarten for the older children. All ages receive hot meals at noon, and milk and sandwiches during the afternoon. The committee was particularly interested in seeing the new storage cupboard which the nursery has been able to build in the kitchen out of money received from the E.E.C.F., thus saving the staff much running to and from the basement.

ANNOUNCEMENT

No Employee Canvass For Community Chest This Year

Your Employees' Charitable Fund Committee is pleased to announce that it is in a position this year to donate the sum of \$30,000 to the Winnipeg Community Chest *without the necessity of the separate appeal which at one time seemed a possibility.*

This amount equals the contribution made by Staff and Management last year, and your committee wishes to thank all employees on this occasion, since it is only the generosity of contributions to the Employees' Charitable Fund that makes this announcement possible.

Any employee desiring to make an additional individual contribution to the Winnipeg Community Chest may obtain proper cards at the Staff and Welfare Office.

CONTACTS

NOVEMBER, 1950

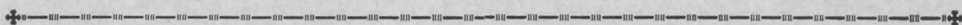


Let's Make the Holiday Shopping Season An Adventure In Happiness!



NOW, as we write "30" to November Contacts, there is an unmistakable feeling of Christmas abroad in the Big Store! Behind the scenes we feel the feverish activity of the Santa Claus parade . . . that kaleidoscope of bits and pieces from which will materialize, as always, a delightful, breath-taking pageant for our little folk! Soon, too, our Store will be gay with Christmas decorations and aglow with Christmas lights. Already our sponsors have been briefed to help the newcomers to the staff; already, too, shoppers are passing through the aisles with gift-shopping plans in mind—those thousands who are proud to call Winnipeg home and who look to Eaton's to help them, as always, with cheerfulness, friendliness and that happy willingness to be of service!

Christmas time is always an adventure in happiness to those of us in the Big Store who believe in this happy willingness to co-operate with others in the smiling readiness to be of service—these are the best things in business and the best things in life!



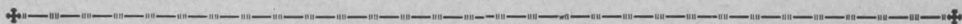
Lady Eaton Honoured by McGill University

On October 10, 1950, Lady Eaton formally opened the new Eaton Electronics Laboratory at McGill University, Montreal, which had been founded at her suggestion in 1945.

Lady Eaton is widely known for her charitable activities and will be remembered by many thousands of Canadians for her patriotic efforts during the late war.

As a token of appreciation for her endeavours, Chief Justice O. S. Tyndale, Chancellor of McGill University, conferred upon Lady Eaton the honorary degree of Doctor of Laws at the annual Founder's Day ceremonies.

The Winnipeg staff and the management join in expressing their pleasure that Lady Eaton's many years of work in the philanthropic field should have received this added recognition.



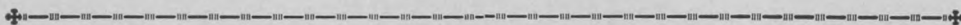


MR. T. D. SWITZER RETIRES

The staff and management of the Winnipeg Company add their good wishes to those of the Company from coast to coast on the occasion of the retirement of Mr. T. D. Switzer, supervisor, General Merchandise Office, after 43 years with Eaton's.

A dinner in Mr. Switzer's honour was held at the Toronto Hunt Club on September 20, which was attended by Company directors from all over Canada.

Among others can be seen Mr. John David Eaton, president of the Company, Mr. Gilbert Eaton, director, Winnipeg, and Mr. R. S. McCordick, general manager, Winnipeg Store.



RECENT APPOINTMENTS

Winnipeg

Department W246—Women's Sportswear, Blouses, Skirts, Sweaters;

Department W46 — Women's Sportswear, Blouses, Skirts, Sweaters, Slacks, and Overalls:

MR. A. B. KEELEY, supervisor. (Effective Friday, October 20.)

Department W10—Infants' Goods, Children's and Teen-Age Underwear;

Department W11—Girls' Clothing (10-16 years), Coats, Dresses, Sportswear, House Coats and Dressing Gowns:

MR. R. EATON, head of department.

Department W210—Infants' Goods and Wooden Cribs, Children's and Teen-Age Clothing and Underwear:

MR. W. J. WAKEFIELD, head of department.

Department W222—Notions, Hair Goods, Buttons, Thread, Housewares and Shoe Findings:

MR. J. H. YELLAND, head of department.

Department W253—Hardware, Tinware and Wood-ware, Kitchenware, Gift Wares, Birds and Supplies, Lumber, Building Materials and Ice Boxes:

MR. R. BLOOMFIELD, assistant.

MR. W. J. McKEAG—In charge of the Merchandise Office.

MR. J. A. SNOWDEN—Assistant to Mr. W. J. McKeag, in the Merchandise Office.

Department W215 — Jewellery, Watches, Clocks, Holloware, Flatware, Thermos, Leather Goods, Handbags;

Department W615—Jewellery and Watch Repairs:

MR. M. DONALDSON, assistant.

Principal Buyer

MR. W. G. DESPARD, Winnipeg, has been transferred to Toronto, and will assume responsibility as Supervisor of the Toronto Departments—Blouses, Skirts, Knitwear and Sportswear, and as Principal Buyer for the Company of the said merchandise.

(Continued on Page Three)

Growing Pains at Hamilton

A brand new building and larger size staff publication is the feature news in the "Bi-Weekly" of September 22 — Eaton's staff publication at Hamilton, Ont.

Known as the Rebecca Building, the new structure will house the General Office, Accounts Office, Sales Office, Good Deed Club and numerous other workers. High ceilings, spacious surroundings, big sunlit windows, sound proofing and recessed lighting are features of which to be proud.

The "New Look" of the "Bi-Weekly" staff publication means that Editor Mary Vinton has enlarged the magazine to conform to all other of the Company's house organs.

The "Bi-Weekly's" new dress is smart as a whip, clearly printed with sharp photography and bright, newsy pages.

Two-fold congratulations, Hamilton!

Mexican Memories

"If you're looking for a vacation that is exciting, delightful and different—go to Mexico."



This is not from a holiday folder, but the advice of Louise Oberdan (Display Department).

Louise visited Mexico during her holidays in August and took a flock of snapshots—two of which are shown here. Yes, Louise even saw a bull fight—but confesses that she shut her eyes when the matador gave the bull the coup de grace.

The upper picture shows Mexico City's Cathedral which was completed in 1667.

Lower shot was taken in the Floating Gardens at Xochimilco (we dare you to pronounce it!). This lovely spot is often described as Mexico's Venice. Louise is the third figure from right.



RECENT APPOINTMENTS

(Continued from Page Two)

Winnipeg

Department W379—Foodateria, Groceries: MR. W. B. DONNELLY, assistant.

Edmonton

Department E272 — Carpets, Linoleum, Oilcloth, Tile and Oriental Rugs: MR. G. T. COLE, assistant.

Brandon

Department B201—Gloves, Hosiery, Umbrellas and Canes: MISS D. P. RICO, head of department.

Port Arthur

MR. G. D. NELSON, Store manager.

Prince Albert

MR. R. F. MATTHEWS, Store manager.

Fort Frances Order Office

MR. R. MORRISON, in charge.

Trail—Heavy Goods and Mail Order Office

MR. O. C. ODEGARD, assistant to Mr. McFetridge.

Prince Rupert—Mail Order Office

MR. V. B. CICCONE, in charge.

THE DELIVERY DEPARTMENT DOES IT AGAIN!

"The Bank of Toronto, "Winnipeg, Man., "October 16, 1950.

"The T. Eaton Co. Limited, "Winnipeg, Man.

"Dear Sirs:

"I am enclosing your bill covering a breakfast set purchased by Mrs. Fox. The slip attached to the parcel when delivery was made had the number 31 on it and I assume that would be the driver. (Andy Black.)

"My purpose in writing you is to tell you that Mrs. Fox was not at home when the delivery was made and your driver went to great pains to see that the parcel was locked up in the garage so that nothing would happen to it.

"I was greatly impressed with the care he had taken and felt it only right that I should tell you, so that you, in turn, could thank him for the service he had given on your behalf.

"Yours very truly, "R. J. Fox" (signed).

Have You An Idea?

The other day a bright idea in connection with the day's work struck Mr. R. J. Holmes (Staples, M.O.). Instead of carrying it around in his mind until he forgot it, Mr. Holmes promptly jotted the idea down on a suggestion form. The result was a crisp ten-dollar bill. Congratulations, Mr. Holmes, and "many happy returns!"



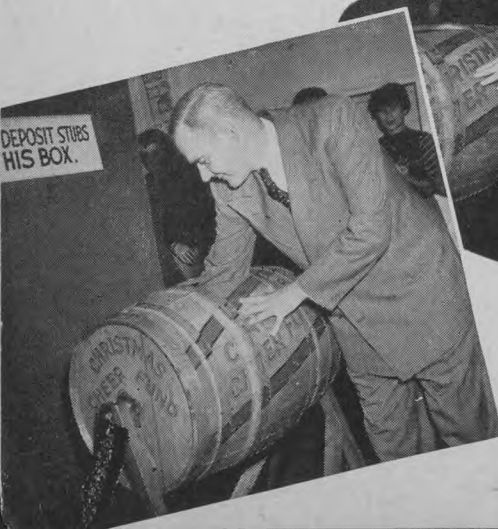
THE SALESWOMAN'S DILEMMA

As your reporter passed a counter of Children's Wear we noted the well-loved figure of Punkinhead and a couple of de luxe stuffed animals on display. A little distance away a small boy was beseeching his mother to buy him one of the stuffed toys. The mother replied: "They're not for sale. Ask the girl. If she says they're for sale, I'll buy you one." As I passed, she winked and added, under her breath: "And if she says they're for sale, I'll murder her!"

A good way to come out on top is to start at the bottom.



For Description of Pictures,
See Facing Page



FULL SPEED AHEAD!

The Trans-Canada Sale Showed the Stuff Eatonians Are Made Of! Staff Pre-view Brings Lucky Awards to 79 Employees

From the first sale to the last parcel delivered, the great Trans-Canada Sale of October 2 and 3, 1950, was a typical demonstration of Eaton service functioning like some fine racing engine! It makes us realize how fortunate we are here at the Big Store in the number of staff members who love their work and enjoy the exhilaration of "full speed ahead." We are proud, indeed, of a staff that will extend their faculties so fully to serve the shopping public, thus helping thousands of homes to prepare for winter.

The two-day Pre-view and advance selling for employees was a real family affair with Dad and Mom on hand early to stock up on winter needfuls, as the pictures show.

Roll Out the Barrel!

Lucky winners of the door prizes were drawn by Mr. W. L. Palk, assistant superintendent, at Store closing as the Pre-view ended. Mr. Palk was assisted by one member from the Junior Council and one from the Junior Executive. These young people gathered the Pre-view stubs that were deposited by staff members in the receptacle at the doorway and placed them in a revolving barrel.

Then the excitement really began! Each time as the barrel stopped rolling, Mr. Palk plunged his arm deep into the recess and pulled out the four major prizes:

1st Prize, \$100—Miss Rose Palmer (10)

2nd Prize, \$75—Mrs. E. Lowery (11)

3rd Prize, \$50—Mrs. L. Berriault (1024)

4th Prize, \$25—Miss Ferne Strong (41)

Seventy-five prizes of \$5.00 each were then drawn by the Junior Council and Executive representatives as listed below. Congratulations, everybody!

Seventy-Five Win \$5.00 Awards

M. Stewart (1100M), L. P. Tallack (184), Joyce Etterman (174), Hugh McFadyen (171), J. C. Pender (212), Mrs. R. Smith (104), J. E. Schenk (144), Jeanne Lavallee (1748), W. E. Gray (139), Mrs. E. McMullen (1041), Mrs. A. Lutz (134F), Sylvia Sueinson (379), Terry Coss (1748), H. J. McKay (101), R. Dalzell (134), E. H. Sheidow (151), M. Harder (1112), B. McLennan (104).

K. J. Henderson (1747), L. Crawford (143), I. Tetreault (3), Mrs. K. Williams (1048), Mrs. M. Phillips (279A), Elsie Remillard (122B), Eileen Schultz (22), J. Brodie (1757), Mrs. D. Webb (39), A. R. McDonald (261), M. Semotiuk (1074), G. Symonds (140), B. Wright (168), Irene Tessier (46), P. J. Fulford (270), B. Wonacott (926), Ina Wiebe (5), Mrs. A. Bucko (1041), M. Scullion (252), R. M. Proctor (253).

Natalie Kurdydyk (122A), Mrs. I. F. Murphy (136), E. M. Thornton (253), A. J. Pearson (151), P. Clarke (270), Jeanne Cormie (118), W. Dark (138), Peggy Johns (224), Mrs. G. Landies (253), Dorothy Rayner (103), Joyce Hutchinson (333), Joyce Lawton (100), Reggie J. Gordon (1100), J. Lasky (1762), E. Flannery (151), J. F. Davidson (926), I. M. R. Van Achte (33), R. Moire (184), Ethel Maguire (1041).

G. H. Blakeman (179), M. Begg (100), Frank Paczynski (229), A. G. Wood (281), June Black (101), M. Dereshowski (122B), Howard Tait (1050), M. Sawicki (161), P. Mealing (252), W. Milford (74), V. Suchoplas (116), Grace Boyes (104), Mrs. M. Vidal (215), Jack Wyenberg (116), A. Wylie (274), J. L. L. Boulanger (134), Jean Stremich (1100M), Margaret Milne (161).

* * *

About the Pictures on Facing Page

Top Row—Left: Reading the "plums" advertised in the big 24-page flier which was spread out on Time Office bulletin board. Centre and right are scenes from the busy Pre-view and selling for employees in the Donald Annex.

Second Row—Left: Fern Strachan gets in "under the gun" with a late stub. Centre: Don Bass, Junior Executive, and Sonya Campbell, Junior Council, gather the stubs. Right: Sonya spins the barrel.

Lower Row—Left and centre show Mr. Palk reaching in and reading a winning ticket. Right: Major prize-winners receive their awards from Mr. R. M. Pinfold, assistant general manager (at left) and Mr. A. H. Young, Mail Order superintendent (right). Between them are Mrs. E. Lowery (Telephones), 2nd prize; Miss Rose Palmer (Juvenile Department, M.O.), 1st prize; Miss Ferne Strong (Women's Dresses, M.O.), 4th prize, and Mrs. L. Berriault (Fancy Goods Workroom), 3rd prize.

* * *

Well, gentlemen, it just doesn't seem to have been your lucky day. Anyway, congratulations, gals! It was a nice lift for the Christmas budget!

In case some of our customers lose track of the Fur Storage desk and enquire for it, it has recently been moved to the Hargrave Annex.

*

Watch for children playing around your parked truck. Don't start up without making sure there are no children around the wheels.

94 Share Awards in Drivers' Bulb Contest!

Frank Horne, Bill Sanderson, Harry Baker and Pete Cyluck Are Stars in This Annual Classic

Despite difficulties arising from the flood and the transportation tie-up, our Eaton drivers' annual Bulb-Selling Contest of 1950 rolled up another fine record with 94 drivers participating in the prize money and eight winning major awards.

The accompanying picture shows Mr. W. L. Palk, assistant superintendent, presenting top prizes at a meeting in the Drivers' Recreation Room on Saturday morning, September 30.

Stars of this big classic were Frank Horne, Bill Sanderson, Harry Baker and P. M. Cyluck.

"That Extra Mile"

Congratulating the drivers, Mr. Palk said that, while it was the Company who laid down the policy, *it was the sales force and the drivers who met the public.* Mr. Palk told of the letters of appreciation and commendation, the personal visits and telephone calls received at the Superintendent's Office "about you fellows who go 'that extra mile' in making the customer's life more pleasant day in and day out by your extra service."

Mr. Edgar Adey, head of department, Electricals, thanked the drivers for their enthusiasm in putting over the sale so successfully despite difficulties beyond their control. He also invited suggestions for next year's campaign.

Supervisor Clayton Tucker addressed his men briefly, urging them to keep up their splendid record of service to the public.

Top—Mr. Palk presents a top prize to Frank Horne. Centre—A happy foursome of top prize winners: Drivers Horne, Sanderson, Baker and Cyluck.

Lower—Supervisor Clayton Tucker looks on, proud of his men, as Gordon Eisener pays out the prize money.

Pat and Mike

Shure an' this is no tall tale we're after spinnin'—it's a fact that the two members of the Murphy family pictured here weighed exactly five and a half pounds and, laid side by side, measured 12 inches across!

Weighing three pounds, Pat (left) made a meal for a family of five.

These giant Pontiac spuds were grown by Mr. E. Risbey (Furniture Stockroom) in his garden at St. Charles.

Six



Does Practice Make Perfect? (Not Always!)

Complaint and Adjustment "Clinic" Holds Refresher Course For Trouble Shooters

Ardent discontent, 'tis said, drives a man far beyond slack and spiritless repetition to efforts of brain and will that can bring excellence. Practice in itself does not make perfect. There are men and women doing the same thing for five years who have not made an inch of progress since the first five weeks. To achieve excellence, practice must be guided by an ideal and carried out with the utmost effort of mind and muscle.

"A Series of Disgusts"

"Like famous artists," says "Callisthenes," "one must have an acute self-dissatisfaction . . . 'a series of disgusts' to achieve success."

Such was the thought behind the Heavy Goods Complaint and Adjustment clinic held in the Assembly Hall from September 13 to 22 to discover reasons for complaints and ways of eliminating them.

A panel of speakers addressed the meetings on topics concerning their particular spheres within the Company, while those attending the clinic were signatures, outside servicemen, telephone operators and others whose job it is to handle specific complaints and adjustments.

Among the speakers were Mr. W. B. Pickard, Store superintendent, who discussed "Eaton's stake in customers' complaints and the importance of the problem as viewed by top management."

"Adjustment Procedure and Policy" was the topic of an address by Mr. W. L. Palk, assistant superintendent.

"Merchandise Standards and Customer Good-Will" was another important topic ably handled by Mr. N. S. Brook, Research Bureau.

"Housefurnishing and Appliance Complaints" were discussed by Mr. C. K. Major, Washing Machines, and Mr. K. Parsons, Furniture. Other speakers were Messrs. R. Clydesdale, Service Bureau; W. Spenceley, Parcelling; R. Clarke, D.A. Office; J. Robinson, Delivery inspector, and P. Fulford, Furniture inspector.

"Say It With Flowers" . . .

was the title chosen by Miss Elsie Crawford, Educational Office, who made an inspiring summary of the other speakers' remarks. Assisting her in this topic were Miss H. Studham, Telephones, and Mr. W. Reid, Carpet Workroom.

"When you have a complaint, follow it through promptly," servicemen were urged. And do it cheerfully, courteously—remember not to throw sand in the machinery of good-will that has been built up by our Company over the years. If you promise to send some one out to investigate a complaint or to repair an article at a certain time, see that it is done. If there is an unavoidable delay, see that the customer is kept informed.

Put Yourself in the Customer's Place

For example, you are a housewife. You see a beautiful new radio in the Store. You listen to its wonderful tonal qualities, you visualize it all gleaming and resplendent in your living-room. You buy it and somewhere along the line it becomes scratched or damaged. How would you feel?

Remember the Eaton guarantee. Sell the right thing at the right time and be sure it is delivered in the same excellent condition it left the Store.

Finally it is urged that, as much as possible, each department endeavour to adjust its own complaints.

Let's keep our customers happy. Why? Because a business is a prosperous and happy place only in proportion to the number on its staff who are possessed with that "ardent discontent" in themselves.

"LETTER OF CREDIT"

"St. Regis Hotel,
"Winnipeg, Man.,
"August 22, 1950.

"The Superintendent,
"The T. Eaton Co. Limited,
"Winnipeg, Man.

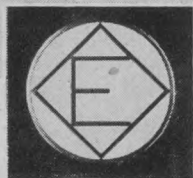
"Sir: While I visited your city I needed a pair of shoes, so went to the main floor Shoe Department where a Mr. Major fitted me perfectly.

"I live in Minneapolis, where we have good stores and good salesmen. I think you have a very good salesman in Mr. Major, one who believes in satisfying the customer.

"Sincerely,
"B. D. Douglas."



For Description of Pictures,
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TIMING THE VITAL NEED!

190 Mail Order Sponsors are "Briefed" for Christmas Rush
at Annual Dinner Party

"We in the Mail Order must consider that the order blank is the all-important customer, just as if she were standing before us instead of many miles away. Timing of her order through every phase of the system is of vital importance—the goods must be kept moving, ever moving!" The speaker was Mr. A. H. Young, the Mail Order's superintendent, whose wide merchandising experience and kindly administration have won him the respect and affection of all Mail Order Eatonians. The occasion was the annual dinner of our Mail Order Sponsors, held in the Grill Room on Friday evening, October 13, under the wing of the Eaton Assistants' Association.

President Stan Houston welcomed the 190 sponsors present. *He defined a Mail Order Sponsor as "one selected by his or her department management to be responsible for a section and for training the new staff."* President Stan also invited suggestions from sponsors for improving the Christmas rush service.

A delicious chicken dinner was a highlight enjoyed by all present, while Bill Komar's artistry on the piano accordion delighted everyone as it always does.

Red Feathers All 'Round Us!

Adding a bright note to the event were the red feathers decorating each table—proud symbols of our contribution of \$47,000 made that day to the Community Chest!

At the head table with President Houston, were Messrs. A. H. Young, M.O. superintendent; Mr. A. D. MacDonell, Staff and Welfare supervisor; Bill McKerchar, past president; Elmer Freeman, vice-president; Herb Graham, secretary, and Bill Hurlburt.

Recorded music by Jack Curle added another enjoyable note while Photographer Morey and dynamic Jack Donnett as M.C. were also in there pitching.

Keep Them Moving!

Dealing with the importance of timing in the Mail Order, Mr. A. H. Young spoke of the difficulties in giving good service to our out of town customers during the flood and later the transportation tie-up.

He also touched on the buyers' problems due to early buying for the catalogue, and agreed that giving top-flight service was not always easy. But the customer was all-important to us and so we must be ever vigilant to see that we get the right merchandise for the customer—get the goods from the Receiving Room promptly and place them in the right bunks in the department.

Parcelling, to-follows, substitutions, must be kept moving. The importance of sizes and colours was stressed in the case of to-follows for the distant customer. Above all, be sure to keep in touch with the catalogue customer, and write her an intelligent, friendly letter explaining the delay.

Help to keep Eaton's a pleasant and safe place in which to work, urged Mr. Young, who also dealt with safety practices as set

us by the Store Safety Committee and published in its booklet, "Play Safe," a copy of which is available to every employee.

Welcome the Newcomers!

One of the original founders of the sponsor project at Eaton's as well as of the Assistants' Association, Mr. A. D. MacDonell packed a lot of wisdom and friendly guidance into his brief address.

Since the sponsors project was organized in the Store, said he, there were fewer complaints, our customers were better served, and all of us enjoyed the holiday shopping season much better.

First Impressions Lasting

That was one purpose that the sponsors fulfilled. Another feature, continued Mr. MacDonell, was the goodwill engendered among the new staff members themselves. Thousands of extra people swelled our ranks during the gift shopping period. Many of these were stepping out to their first job.

Create a good impression at once—make them remember their first day at Eaton's — welcome them — make them feel at home.

This friendly spirit will be remembered down the years and you'll earn their everlasting gratitude and make many new friends!

"We of the regular staff are sometimes inclined to take a lot of things for granted and in our stride," added Mr. MacDonell. "Don't forget the problems of the newcomer. In the terminology of the J.I.T. (Job Instruction Training course which many have taken): 1—*Tell Them*. 2—*Show Them*. 3—*Watch Them Do It*. 4—*Check and See How They Do It*."

It's just the Golden Rule again, folks—or, put yourself in the newcomer's place!

* * * *

Description of Pictures on Facing Page

Top row—left: Mr. President, Stan Houston, defines the responsibilities of a sponsor. Centre: Mr. A. H. Young, M.O. superintendent, greets his M.O. gang. Right: Mr. A. D. MacDonell, supervisor Staff and Welfare, and founder of the sponsors project, has a timely message.

Second row—left: Bill Komar delights with his piano accordion artistry. Right: The sponsors' button—symbol of friendly guidance and experience.

Third and fourth rows—Random shots among the 190 sponsors present.

What's Your Job?



Joyce Vessey measuring material, and Anne Puznicki operating cutting machine.



Mrs. Thompson stamping finished pillow cases by hand method.

Below—"Shepherdess" Margaret Staines draws the pattern for further editions of her lambs, Leonard and Leona.



Late Starters

Are you one of those last minute people? The kind of person who suddenly decides in November to make all your Christmas presents? If so, there are a number of things on the counters of the Fancy Goods Department which ought to whip up fast for that last-minute Christmas gift.

Here are lunch cloths already hemmed, with a small lazy-daisy pattern in the corner, or a pair of finished pillow cases that only take a bit of stitching to turn into a beautiful gift for the home.

Making the Goods Fancy

Where did these fancy goods come from? It's quite a story. Up in a sun-lit corner of M.O. Building No. 3 is the Fancy Goods Workroom, a spot which should prove of interest to any woman who has ever struggled with a needle and thread to brighten up a dull tablecloth or put that extra bit of colour into the children's clothes.

Here among bolts of Belfast linen, white, bleached, fine and coarser oyster; hessian for making rugs and brown flax linen used for heavy runners and book covers, is a woman's world.

First, there's a long counter at which two girls stand. Behind them, piled up on shelves are bolts of linen and cotton in varying widths. The two girls work as a team. One measures the distance on a bolt of material and puts a nick with the scissors at the spot, then the second girl rips the material at the nicks. When a large pile of similar lengths has been gathered, it is stacked under the rotary knife of the cutting machine and, whiz! there is a pile of 36-inch by 12-inch pieces ready for stamping.

Art à la Carte

At a long table, using a special parchment paper, we find the artist who draws each new design by hand. After a model has been made and approved, this pattern is then perforated by the perforating machine (much, too, like a dentist's drill in appearance). The perforator, believed to be the only one of its kind in Winnipeg, makes pin-point dots in the paper at regular intervals along the lines of the design, thus allowing the dye to form tiny dots on the material. The perforating for cross-stitch designs is a particularly exacting job as each cross must be perforated through, but not cut into its neighbour. The cross-stitch designs are worked out first on graph paper.

After the pattern is made, it is stamped on the material by hand or board process. The design, still on the parchment paper, which is carefully marked

so that it comes on the right place on each piece, is held down at the top by a flatiron used as a weight, then the operator takes the dauber, which is a circular piece of paraffin in a piece of felt, dips it into a pan of oil, and rubs it lightly over the back of the design. Another flatiron is passed over the oil-coated paper to give the required pressure and there is the design on the cloth.

A model is then given to Miss Agnes Napier, who works out each design on its appropriate material. She figures out a colour scheme and keeps track of the number of threads needed and the colours used so that instruction charts can be made on the Gestetner to accompany the stamped goods.

Santa's Cowgirl

In another corner are a number of machines and their operators; hemstitching machines which work on the embroidered pieces that come in from customers; another machine which covers buttons, also to order; and a third girl is covering belt buckles by hand. Next to these is Santa's helper, who is busy putting the studs into the cowgirls' costumes for the Company's Santa Claus parade.

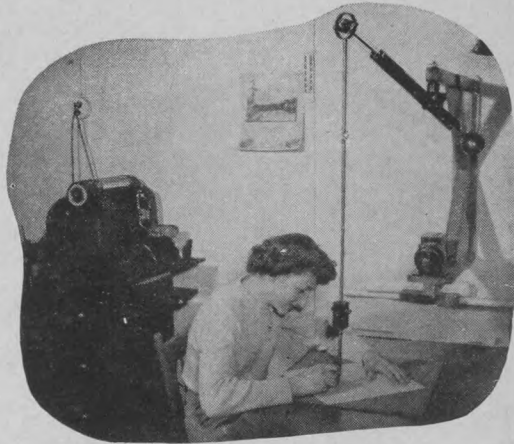
We Cover the Globe

At the sewing machines they were busy stitching black shoe protectors to wear under overshoes, plastic covers for everything under the sun from refrigerator bowls to suit and dress covers. Fancy aprons made of chintz were being bound at still another machine.

A Canadian Christmas Present

So when you stop to buy the makings of that belated Christmas present you have the added satisfaction of knowing that you are supporting another Eaton industry that is strictly Canadian in character. With the exception of the linen, the basic material which is bought in Ireland, the whole process of making the goods fancy is done right in Canadian workrooms by Canadians, and what is more, right in Eaton workrooms by Eatonians.

Left to right—Mrs. Robinson putting studs in cowgirl costume. Ida McDougal covering belt buckles by hand. Helen Peters operating button-covering machine.



Elsie Koziez operates perforating machine.



Designs stamped by means of a board. Hilda Haden holds board steady while Grace Milne spreads dye over pattern.

Below—Miss Agnes Napier working out colour scheme on model cloth.





So Long, Old Timer!

We wave a fond farewell to these faithful Eatonians and wish them all the good health and happiness they so richly deserve. We'll be thinking of you!

Reading Down in the Pictures

LEAH VINCENT (Books and Stationery) received a mantel radio from Mr. S. C. Florence, head of department, on behalf of the staff. Miss Vincent retired October 4 after 21 years' service.

MR. WILLIAM SMITH of the Men's Furnishings retired on October 7. The department held a dinner in his honour at the St. Regis Hotel where Mr. G. Pryce, supervisor, presented him with a mantel radio on behalf of the staff.

HAMILTON J. HUNTER (Night Caretaking) retired October 7. He was with the Company for 30 years. Mr. D. Galbraith, head of department, presented him with a .22 rifle.

ALEX SIMPSON (Caretaking) who was with Eaton's for 17 years, retired on September 30. Mr. T. Giles, assistant, gave Alex a gladstone bag from the department and the best wishes of the staff.

ERNEST A. FORD (Basement Meats) retired on October 7 after 26 years with the Company. Mr. W. Hodgson, supervisor, presented Ernie with an occasional chair on behalf of the staff, and wished him many happy years of retirement.

Missing From Pictures

FREDERICK DEACON (Elevators) was presented with a torchiere lamp by Mr. J. Cheale, for the staff, when he retired September 30 after 30 years with the Company. Mrs. Deacon received a bouquet.

Dinner Party Honours Miss Jones and Mrs. Hanford

A gay dinner party in honour of Mrs. Mary Hanford and Miss Florence Jones, was held by the Staples Department on Wednesday evening, September 27, in the Oak Room of the St. Regis Hotel.

The occasion was a parting salute to these two well-loved Eatonians who, as Mrs. Hanford merrily quipped, "have become of age."

With Mr. Joe Watson presiding, and everybody wearing festive paper hats, a delicious dinner, music by Bert Kilgour, songs, gifts and speeches, it was one of those thoroughly enjoyable evenings that are so typical of the Staples Department. The only regrettable feature was the unavoidable absence of Mr. Tom Burns, supervisor. However, the Staples' chief thoughtfully sent a heart-warming message from New York. This and other messages were read to Miss Jones and Mrs. Hanford by Cecil Sinclair.

Mr. Watson reviewed both retiring Eatonians' service and thanked them for their fine performance over the years.

In 21 years with the Company, Miss Jones—the

"Linen Lady"—with her knowledge of linens and her graciousness, had made many friends for the Store and herself. Miss Jones was then presented with an exquisite coffee table.

Mrs. Hanford with her untiring enthusiasm, her genius for making friends, had also endeared herself to the public and staff alike. Although she had now 16 years of continuous service, she was really an Eaton old-timer who first started in 1904. On behalf of the staff, Mr. Watson then presented Mrs. Hanford with a gift of luggage that brought a delightful gleam to her eye.

A merry social evening followed and both guests of honour received the best wishes for future happiness from all the gang.

Jack McCay Celebrates Belated but Happy 40th

This photo shows John McCay, genial head of department, M.O. Men's Clothing, who celebrated his 40th anniversary with the Company, August 30. Jack, as he is better known, was east on business at the time, so on his return fellow workers presented him with a brief case and many individual gifts.

He was also guest of honour at a surprise party at the home of Mr. T. W. Bennett, assistant. Among the guests was Eric Dolan, former head of department, now supervisor Boys' Clothing. A corsage was presented to Mrs. McCay.

Besides playing cribbage and getting perfect hands as reported in a recent Contacts, Jack makes a hobby of rose growing and has taken prizes in this field. Mr. McCay hails from Ulster originally, and has a son studying engineering in the United States.



40 Years with the Watch Repairs

Albert Cooper Mitchell

Playing golf with the Prince of Wales is one of "Ace" Mitchell's claims to distinction. That was somewhere around 1920. On October 14, 1950, as he is still playing golf, Ace's friends decided to aid and abet his game, so they presented him with a caddy cart in honour of his 40th anniversary with the Company. Mr. Alex Cranston, supervisor, made the presentation for the staff.

Ace now expects to be able to trundle around a few more clubs so that those really tricky shots can be used at appropriate moments to bewilder his opponents.

Mr. Mitchell was born in Montrose, Scotland. Oh, of course he curls as well as plays golf, and likes gardening and bridge. He belongs to the Norwood Masonic and has two boys and a girl. His friends tell us he owns a nice tenor voice and used to sing a great deal.

Ace served in the army in both world wars. In the first war he was with the 90th Overseas Battalion, and in 1916 was transferred to the R.C.O.C. He held the rank of staff sergeant artificer. He served in Ottawa with the R.C.E.M.E. during the late war.

Ace's 40 years with Eaton's have gained him a host of friends among staff and customers alike. The sunny smile of this warm-hearted Scot is ever present and we would all like to see him around for another 40.

Rocky Mountain Holiday

This mountain scene shows Mr. Arthur Farrow, for many years with our Printing Department and recently retired, on a motor trip to the Rockies.

The picture was taken at Lake Louise by Mr. Farrow's daughter, Mrs. D. Dearlove of Edmonton. In it are Mr. and Mrs. Farrow, Mrs. Dearlove and the grandchildren, David and Joan.





"40 Busy Happy Years"

JEAN TODD

The Drug office was the scene of a presentation on October 3, when Jean Todd, original member of the Drug order board, celebrated her 40th year of service with the Company. Mr. G. P. Blakeman, supervisor, Drug Department, presented Jean with ear-rings, brooch, and a travelling clock from the staff. Mr. H. McIntyre, in charge of the telephone staff, presented her with toiletries and stockings on behalf of the order board.

However, the gift Jean is still talking about is the bouquet of twelve roses the telephone girls put on her desk. "Twelve beautiful roses," she said. "Red? Of course," she replied, "you know me, I love red!" And so Jean would, the colour of life and warmth.

Jean told of her early days with Eaton's when she had one telephone on a plank in the basement, and reminisced over the days of the big drug sales when as many as 75 telephones would be required to handle the flood of orders. Now there are 14 girls permanently on duty, with Jean presiding.

Jean says she loves baseball and is an ardent hockey fan. It is rumoured that she likes boxing, too! "What, no feminine interests, Jean?" "No," she said. "I was always a tomboy."

Then Jean closed the interview saying that she had had 40 busy, happy years with Eaton's. Had she her life to live over again, she would wish to be in the same position with the same grand crowd of fellow workers. And those same fellow workers say they would like nothing better than to spend the next 40 years working with you, Jean!

Thirty-Five Years With Eaton's

A. F. HARDING

"Harding and hardware." After 35 years together, they are practically synonymous. The 35th anniversary of this partnership took place September 29. Mr. W. Cable, supervisor, presented Mr. Harding, head of department, with a Stevens 12-gauge, double-barrelled shotgun on behalf of the M.O. Hardware staff.

On the evening of October 4, Mr. Harding was guest of honour at a surprise party in his own home, where members of the staff dropped in to congratulate him.

Mr. Harding is a one-hundred per cent Eatonian. His wife is the former Zella Ellery of 116 Department. They have two children, Muriel and Ronald. Mr. Harding, who hails from McGregor, Manitoba, bowls and curls with Eaton clubs.



FRANK L. AKIN

One of the salesmen in the Electric Washers and Vacuums asked Frank L. Akin, assistant, to go with him to value a trade-in on a new washer on Wednesday, October 4. So Frank went along to Peggy's Pantry to find himself in the middle of a party in his honour on the anniversary of his 35th year with the Company. Mrs. Akin and 53 of the staff were present. Mrs. Akin was presented with roses and the gang enjoyed music and dancing.

Making furniture is one of Frank Akin's favourite hobbies, so Mr. D. R. Stewart, supervisor, on behalf of the staff, presented Frank with a drill press.

Frank was born in Winnipeg, is married to the former Amy Poole of Electricals, and has three lovely daughters. He worked with the Electricals and Stock Audit before joining the staff of the Washers and Vacuums. Besides making furniture, Frank finds gardening and his cottage at the beach keep him busy.

35 Years With Mail Order Exchanges

ALLEN HUGH BRAZIER

On the day of Allen Brazier's 35th anniversary, October 16, the M.O. Exchanges, where he has a signature, decorated his desk with personal gifts. Mr. G. W. Robinson, head of department, presented Allen with an electric razor, gloves and a tie, as gifts from the department, to commemorate the event.

The gang held a surprise party at Allen's home the evening of the 13th, and Mr. Robinson presented Allen with a Parker 51 pen and pencil set from the people who were present. Mrs. Brazier received a nice corsage.

Allen spent three years with the 2nd Division Machine Gunners, two of them in France. He is married to the former Ethel Fraser of M.O. Exchanges, and has a son and a daughter. He is fond of gardening and dogs.



Thirty-Five Years With Eaton's

JAMES FLACK

The M.O. Packing presented James Flack with a torchiere lamp on the occasion of his 35th anniversary with the Company which took place on October 13. He came in to work to find his desk gaily decorated and many friends calling to offer their good wishes.

Besides his work, Jim is an enthusiastic gardener, like many Englishmen. He is prominent in all the horticulture societies in the city and is particularly interested in growing gladioli.



Welcome to the Quarter-Century Club

(See Picture on Page Eighteen)

16 AUSTIN C. WADDELL

The M.O. Men's Shoe Department felt more than usually happy to help Austin celebrate his quarter-century anniversary on October 5.

Austin, who came from Carman, has been all his 25 years with the M.O. Shoes; his wife, the former Frances Newman, was with the M.O. Shoes; a daughter, Florence, is with the M.O. Men's Shoe, and another daughter, Beverly, is with the Jewellery and Watch Repairs.

Mr. L. W. Houston, group manager, presented Austin with a Westminster chime clock, as a present from the staff, and many friends came along to offer their congratulations.

Eaton Juniors in the Spotlight

The Boys' Clothing Department had two representatives on the Winnipeg Bantam Soccer team which recently completed a very successful tour of Chicago, Joliet, and other U.S. points.

Bryan Anderson, 14, son of Jim Anderson (Boys' Clothing), and Sam Hill, Jr., son of S. Hill, head of department, Boys' Clothing, were two of the much-feted lads on this picked team.

POME

| | |
|------------------|--------------------|
| I hate the guys | Has made them rise |
| Who criticize | Above the guys |
| And minimize | Who criticize |
| The other guys, | And minimize |
| Whose enterprise | The other guys. |

—Thanks, Dauphin

* * *

From the "About Town" column in the Dauphin paper comes this little story about one of the younger Eatonians. The "voice" in question belonged to the four-year-old son of Gordon Nicholson on the Heavy Goods Staff of the Dauphin branch of the Company:

GEOGRAPHICAL

"A friend of this column gave us this story of a happening in Sunday school that she had observed, one of the lighter moments in the life of a Sunday school teacher.

"The superintendent was telling juniors a seasonal story about a little pumpkin that was dissatisfied with its lot. It longed to go out in the big world and see interesting things, such as spices from India, that he had been told would just suit him.

"At the end of the story the superintendent thought to test how much of the story they had absorbed. One question he asked was: 'Where do we get our spices from?'

"A little voice piped up: 'Eaton's.'"



Timothy Eaton

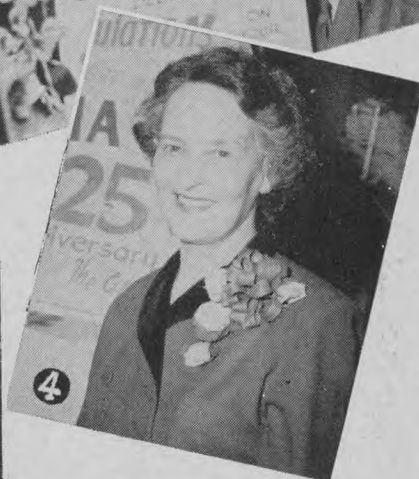
Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club



See
Write-ups
on
Following
Pages

Welcome to the Quarter-Century Club

1 HAROLD CHAPMAN

The City Despatch helped Harold Chapman celebrate his 25th anniversary with the Company on September 21. The gang gathered in the Despatch Office and Mr. S. Young, head of department, presented Harold with a mantel radio and the good wishes of the staff.

Mr. Young spoke of Harold's long service in the department, all 25 years of it with the Despatch. His warm friendliness and kindly nature make him a popular as well as a valuable member of the staff.

Harold was born in Winnipeg and has a daughter, Barbara. He is very fond of billiards.

2 GUDRUN SIGURDSON

Reading and a friendly game of bowling are the main interests outside of her work which Gudrun Sigurdson (of M.O. Packing) enjoys. She was born in Lundar, Manitoba, and worked with M.O. Complaints as well as Packing.

Gudrun celebrated her quarter-century with the Company on September 21, when she was presented with a set of travelling cases. No doubt she plans to use these on her quarter-century holiday which she hopes to spend on the coast and in California.

3 RICHARD W. G. HUTCHINSON

Dick, as he is known to his friends, celebrated 25 years of service with the Company on October 5. To honour the event, Miss Bessie Towle, acting for the Sporting Goods Department, presented Dick with a gladstone bag. A pair of china horses was given to him by the staff.

Dick was born in Ballymena, Ireland, and was with the Harness Department for 14 years before coming to the Sporting Goods. He started off in life as a farmer in Ireland before coming to Canada in 1921. He has a son, Wallace, and enjoys fraternal work.

4 LENA GOODMANSON

Gardar, North Dakota, was the birthplace of Lena Goodmanson who celebrated her quarter-century with the Company on September 24.

On September 23, Lena came to work to find herself the centre of attraction as the gang helped her celebrate. She was presented with matched suitcases.

Lena has spent her 25 years with the Company in the Shirt Factory.

5 SIGRUN EINARSON

"The sweetheart of Gimli," as Sigrun Einarson is known to some of the staff, celebrated her quarter-century with the Company and the M.O. Packing on September 22.

Sigrun received a Moorecroft table lamp from the department and the girls on the staff gave her a Parker 51 pen and pencil set.

"Rona," as she is popularly known, was guest of honour along with Roonie Sigurdson, at a luncheon at Moore's on September 23, where she received a petit-point picture.

6 ANNIE ROLLAND

Stirling, Scotland, being Annie Rolland's birthplace, the plaid was used to give Annie's desk that touch of home on her 25th anniversary morning, September 21.

Annie's 25 years with the Company have been spent with the Shirt Factory. Besides the torchiere lamp, a gift from the department, Annie received numerous personal gifts from the friends who came to wish her "many happy returns."

7 HUGH JOHN CAMPBELL

Mr. D. Galbraith, head of department, presented Jack with a Viking mantel radio, a gift of the Receiving Room staff, to celebrate his quarter-century which occurred October 6.

Mr. Campbell, who hails from Belfast, was in the Freight Transport for 13 years before joining the Receiving Room staff. He served four years in the 1st C.M.R.'s, three of them overseas, during the first world war. He has three sons and two daughters and likes gardening.

7a THOMAS HEATLEY

"It has been a great 25 years. Wonderful system. Seems to be just one big family. Must say sincerely that the last half has been the best. Used to be on watch south door, M.O. Building, and nearly became an Irishman reading the names of people and places written on the walls. Proud to be called an Eatonian."

So writes Thomas Heatley (Caretaking Staff), born in Scotland, who joined the Quarter-Century Club October 5. Mr. D. Galbraith, head of department, presented Tom with a complete fishing set from the staff to celebrate the occasion.

Tom is married to a Devonshire lass, has a son, a daughter who worked with 29 Department, M.O., before her marriage, and another daughter in the Basement Store. He likes church work and fishing.

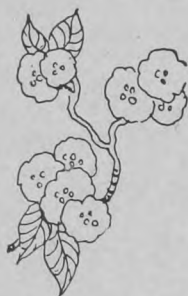
8 JAMES PETRIE

Kincardineshire, Scotland, is the birthplace of James Petrie of the Delivery Department, who had his 25th anniversary as an Eatonian on October 15. Mr. Clayton Tucker, supervisor, presented James with an occasional chair as a gift of the staff.

Corporal Petrie served overseas for four years during the First World War with the famous Little Black Devils and was wounded. His service with Eaton's includes nine years in the Freight Transport, two years with the City Inspectors and the last 14 with the Delivery Department.

His friends report that he is a friendly martinet and keeps a keen eye on the cleanliness of the trucks and the entryway on muddy days. He is fond of a quiet game of checkers, cards or bowling.

(Continued on Page Eighteen)



Welcome to the Quarter-Century Club

(Continued from Page Seventeen)

9 WILLIAM SPENCELEY

Mr. J. Johnstone, assistant, graciously pinned a bouquet of onions, tomatoes and assorted vegetables on Mr. Spenceley, while Marge Fryer pinned a more usual type of corsage on Mrs. Spenceley. Mr. H. Einarson, supervisor, presented Mr. Spenceley with a Westminster chime clock on behalf of the staff. These three events took place at a luncheon held on September 20 for Mr. William Spenceley (head of department, City Inspectors and Markers) and Mrs. Spenceley on the occasion of Mr. Spenceley's quarter-century anniversary.

Eighteen

The next day, the actual date of the anniversary, Mr. Spenceley received a mantel radio from the two departments, also presented by Mr. Einarson, and 25 red roses were sent to the Spenceley home, where a small gathering took place that evening. The girls of the Shopping Service gave Mr. Spenceley Dresden figurines.

Mr. Spenceley is a member of the Winnipeg Canoe Club, where he canoes, sails and plays tennis. In the winter he is a skiing enthusiast and belongs to the Bluebird Ski Club. He was with the Cash Office and Basement Store before joining the staff of City Inspectors.

10 WILLIAM LIVER

Ex-Sgt. William Liver of the Winnipeg Grenadiers enjoys bowling with the Chinese Bowling League and every Christmas he plays Santa for the children of the Chinese United Church.

The Paint Department held a stag on October 6 to welcome William Liver to the Quarter-Century Club. Needless to say, Bill was the life of his own party.

Mr. Norman Forbes, supervisor, Paint Department, presented Bill with a lazyboy chair as a gift from the Paint Department staff, and flowers were sent to Mrs. Liver. Mr. Fred McKenzie, head of department, M.O. Toys, gave Bill a mantel radio as a present from that department. Bill spends every Christmas season with the Toy Department as an exchange and utility man.

11 WILLIAM KENT

Horseshoes, England, is the birthplace of Bill Kent, of the engineers, who had his 25th anniversary with the Company on October 15.

Bill's first love was the sea. He started out as an apprentice engineer artificer, but when the ship came to Canada, the lure of the new land proved stronger. At the close of his apprenticeship, he came back to Canada and joined the C.P.R. with the idea of seeing the country.

He returned to England and joined the Queen's West Surrey Regiment at the outbreak of World War I and served in France till invalided out in 1919 with three medals. Bill returned to Winnipeg and was first engineer on the "S.S. Keenora" till he joined the Company in 1925.

Bill is married and has two daughters. Bette has a scholarship with the Metropolitan Opera Company and is studying voice in New York.

On October 14, the engineering staff had a party for Mr. and Mrs. Kent at the home of Mr. Howard Baker and presented Bill with a travelling bag which he plans to use when he visits his daughter in New York next summer.

Bill says he enjoys hardball, horse racing, travelling, boxing and wrestling matches, and his friends say part of his heart is still with the sea, as the many exquisite models of various ships he has made, testify.

12 RUBY FRAME

The Shirt Factory helped still another member of their staff to celebrate her 25th anniversary with the Company when Ruby Frame had her "day of days" on October 7.

Ruby received a grey Eatonia fabric luggage set, trimmed in beige, with which she is immensely pleased, as a gift of the department. She also received four lovely bouquets of garden flowers which completed her enjoyment in the event.

13 JOHN ALEXANDER PRICE 13a

On October 5, the Draperies Department had a dinner party in honour of Jack Price's 25th birthday with the Company.

Mrs. Price was presented with a corsage of white gladioli with tiny ruby-red button roses, one in the centre of each gladiolus. Then the festivities started. Tommy Laidlaw took his usual place at the piano, Jack Pickles produced

his melodious sliding whistle, and Walter Scott started the gang singing.

Among guests at the head table, besides Mr. and Mrs. Price, were old-timers Miss MacArthur and Mr. Blundell, Mr. S. Patterson, head of department, Draperies Workroom, and Mr. C. G. Johnson, head of the Furniture Department, Port Arthur Store.

When dinner was at the coffee stage, Herbert Pilling, assistant, in his capacity as chairman, read some of the congratulatory telegrams which Jack Price had received from Edmonton and Toronto, as well as New York and Montreal. Then he turned the chair over to Mr. H. W. Cooper, Draperies supervisor.

Mr. Cooper traced Jack's career from his first few days with the Company in the M.O. Exchanges to his latest achievement as head of department, then presented him with a rawhide suitcase on behalf of the staff.

Jack Price returned a hearty thank-you and gave a few brief reminiscences of his past. Then Professor Scott returned in his role of choir-master and the party proceeded.

Mr. Price was born in Winnipeg, is married and has two sons, is a Shriner and belongs to the Niskwa Golf Club. He also bowls for the Shriners' League.

14 IRENE HUTT

"They have been pleasant years, spent with pleasant people in pleasant surroundings," said Irene Hutt in her thank-you speech on the day of her 25th anniversary with the Company, October 8.

Irene, who comes from Burghfield, Berkshire, England, has spent 25 years with M.O. Exchanges. The staff helped her to remember her anniversary by presenting her with a mantel radio.

That evening at Miss Davie's home, Irene was guest of honour at a party where she received a travelling clock from the girls, presented by Myrtle Murray. The staff expect this useful gift will get well christened when Irene takes her quarter-century holiday next summer.

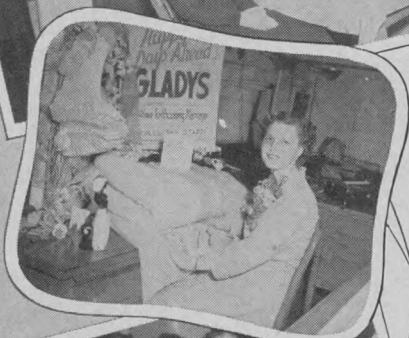
15 LUCIEN J. GLENAT

Building an addition to his house is Lucien's present spare-time occupation, so when the Juvenile Department helped him celebrate his quarter-century on October 8, Mr. F. Barnsdale, supervisor, presented him with an electric saw on behalf of the department.

A joint party was held for Lucien in honour of his quarter-century, and for Hazel Cooper who was leaving the department, and for Mr. C. S. Carswell, who was recently appointed to the Paints and Wallpaper Department. Miss Cooper received a parting gift, and Mr. Carswell was presented with a rod and reel.

Mr. Glenat says he is an amateur house-builder and all-round mechanic. He is a former tenor soloist and has won prizes in the Manitoba Music Festival. Born in Lyons, France, Lucien writes that he has made many grand friends during his years with the Company, and has gained an extensive knowledge of merchandise.

He served as Company Sergeant Major with the 6th Amoured Division, R.C.A.S.C. (Reserve), and has been an active member since 1942.



Autumn

Reading Up From Lower Left Corner

1—MARY SZYJKA (M.O. Money Returns) married Calvin Andrews, September 9, at St. Vladimir and Olga Cathedral. She received silverware and a smoker from the department and a table ornament from the girls on the staff.

2—MICKEY DAMMAN (M.O. Salesroom) was married September 30 in Beausejour United Church to Lawrence Elliott. Mickey received an electric tea kettle as a shower present from the girls, and sheets and pillow cases as a gift from the department.

3—GLADYS KURZ (Men's Furnishings) was married September 9 at St. Bartholomew's Anglican Church, Winnipeg Beach, to Victor Kalyn. She received a pair of blankets and figurines as gifts of the department and her associates.

4—ELEANOR DORION (M.O. Salesroom) was married to George Cameron at St. Boniface Basilica on September 16. Eleanor received a pair of blankets from the department.

5—KAY SEMKIW (Candy Factory) was married to John Skotnicki at St. Vladimir and Olga Cathedral on September 9. Kay received a sandwich pop-up toaster at a shower from the girls, and a carving set from the department.

6—JOAN THOMPSON (Paint Department) married Ron Collins of the M.O. Watch Repairs on September 23 at Regent's Park United Church, St. Vital. Joan received a coffee table as a gift of the department.

7—JOYCE MITCHELL (Fancy Goods Workroom) was married to Roderick Alexander Tod at Norwood United Church on September 23. Joyce received a living-room mirror from the department and was guest of honour at a kitchen shower given by the girls on the staff.

8—PAT BUCKINGHAM (General Office) was married on September 23 at the First Lutheran Church to Ray Goodman. Pat received a Mixmaster from the girls on the staff and a bedspread as a gift from the office.



Brides

"May you weather every gale that blows on the seas of matrimony," lovely brides, is the sincere hope of your friends in Store and Mail Order. Good luck to all.

9—OLIVE SMILINSKI (M.O. Salesroom) married Jerry Lutz from Minneapolis on October 14 at St. Michael's Greek Orthodox Church. Ollie received a linen shower from the girls on the staff, a toaster from the girls in the office and blankets from the department. Ollie will live in Minneapolis.

10—GRETA THOMSEN (M.O. Copying) became the bride of Ken Fox at the Danish Lutheran Church on September 8. Greta received a mirror and a set of pictures from the department.

11—ETHEL STEFANSON (Piece Goods) married Joseph Vernon at Holy Trinity Church on September 22. She received a table lamp from the department and Revere ware and a chenille bedspread from the staffs of M. O. Packing and M.O. Money Returns.

12—HAZEL BATES (Children's Hose) was married at the Professional and Business Women's Club to Arthur Lewin Paterson on September 16. The department gave Hazel Revere ware and the girls on the staff gave her a clothes hamper.

13—GRACE TOWN (M.O. Salesroom) married Archie McNeill at St. Alban's Church, September 30. Grace was presented with blankets as a gift from the department and a chenille bedspread as a shower gift from the girls.

14—ELLEN D. WATTERS (M.O. Superintendent's Office) married Jess H. Roe at St. Stephen's-Broadway Church, September 16. Ellen received a hostess chair from the department and sheets and pillow cases and a travelling clock from members of the staff.

15—JEAN HAWRYLUK (Meat Office) married Bill Witzky at King Memorial Church, September 30. The departmental gift was a bridge table and chair set and the girls gave her kitchenware.

16—MARJORIE DELF (M.O. Handkerchiefs) was married to Bob Henry at St. Stephen's-Broadway Church on October 14. The department gave Marjorie a silver tea service and she received a mirror from the girls on the staff.





(See Description of Pictures on Facing Page)



Eaton Women's Golf Field Day

Mary Moore "A" Class Champ

On Wednesday, September 20, 125 women golfers found their way to the Elmhurst Golf Club for their annual wind-up. The chilly wind threatened to blow them off the course, but they stayed "putt." Who said the gals couldn't take it?

Everyone put in a full day of golfing which enabled them to do justice to a buffet lunch and a scrumptious steak dinner.

Men, take note! Mary Moore shot a nice 89 to cop the Class "A" trophy. Do we hear any bragging?

Prize Winners Were as Follows:

"A" class trophy—Donated by Mr. A. H. Young, presented by Mr. J. Johnston.

"B" class trophy—Donated and presented by Mr. A. D. MacDonell.

"C" class trophy—Donated by Mr. C. A. Campbell, presented by Mr. T. Humphreys.

"A" class—winner: Mary Moore. Runner-up: Vi Ainge.

"B" class—winner: Alice Cuthill. Runner-up: Ruth Baldwin.

"C" class—winner: Mary Thompson. Runner-up: Mary Scott.

Low gross (18 holes)—winner: Mary Moore. Runner-up: Chris Bewick.

High gross (18 holes)—winner: Stephanie Boyka. Runner-up: Hilda Sim.

High hidden hole—first nine: Phyl Rae. Second nine: Mary Bullock.

Low hidden hole—first nine: May McDonald. Second nine: Dot Hunt.

Putting competition—Marion Hewitt.

Driving—longest drive: Robina Haight. High aggregate: Robina Haight.

35-foot putt—Marg Smallwood.

Description of Pictures on Facing Page

Top row—left: Mary Bodruig, Kay Shore, Peggy Johnston, Sig Breckman, Mina McBurney, Lil Irlam. Centre: Mary Moore, "A" class winner, receiving trophy from Mr. J. Johnston. Right: Joyce Wright, Grace Sims, Mary Goatcher, Isabel Hanna.

Second row—left: Alice Cuthill, "B" class winner, receiving trophy. Centre: Dot Chambers, Jean Gan, Jean Johnson. Right: Ruth Baldwin in the sand.

Third row—left: Mary Bodruig, Mina McBurney, Peggy Johnston. Right: Three girls looking over a gate.

Fourth row—left: Marge Bullock, Eileen Hoski, Marge McEachern. Centre: Mary Thompson, "C" class winner, receiving trophy from Mr. T. Humphreys. Right: Kay Bodley, Jessie Armstrong, Alberta McSkimmings.

Fifth row—left: Mae McKay, president. Centre: Jean Gan finds it puzzling. Right: Anne Longmuir.

Sixth row—left: May McDonald, Helen Graham, Eveline Turner. Right: Stephanie Sapiak and Stephanie Boyko.

Attention All Badminton Players!

Badminton courts are again available for members of the Eaton Badminton Club at the Y.W.C.A. on Wednesday and Saturday afternoons from 1 to 5, with swimming privileges on Wednesday from 2:30 to 3:30 at a charge of 25 cents.

This year we have been able to obtain Wednesday evenings for our club members at the R.C.M.P. Barracks. Annual fees are \$1.00 for Eaton Club members.

If you are an active member of a Badminton Club, contact Marion McPhail in the Furniture Office, or Doris Farrington in the Wages Office.

There will be absolutely no charge for playing Wednesday and Saturday afternoons or Wednesday evenings other than your Membership Fee.



A Cheer for the Victorious Imps!

Champions of the Eaton Softball League (Women's Division) For Two Successive Years

Front row—left to right: M. Opitz, J. Cook, E. Schraeder, M. Ritchie (captain), D. Rinn, A. Pelletier.

Back row—left to right: F. Thompson (coach), P. Johns, M. Vincent, S. McPhee, E. Whitehead, E. B.

McCroary (manager), M. Antoine, J. Kumhyr, O. Reynolds, M. Sluseranko, F. Swonell (coach).

*Missing from picture—*O. Wityshyn, G. Gross, E. Allard.

EATON SOFTBALL LEAGUE

Girls' Division

IMPS CROWNED QUEENS AGAIN

CUBS GREAT IN DEFEAT

In one of the hardest fought finals in the Girls' Division in years, Imps won the championship in four games to retain the cup for another year. The scores were 9-7, 4-3, 6-4 and 5-3. Cubs took the first game of the series after which Imps, with more experience, took the next three.

Imps' aces were their battery of Mary Sluseranko and Millie Ritchie. Mary pitched every game and with good control and gilt-edged support from her teammates, came through in fine style. Imps were best served in the field by Doreen Rinn, Marion Vincent and Millie Ritchie. The big bats were wielded by Joan Cook, Millie Ritchie and Shirley McPhee.

Great credit is due Ed McCroary, Frank Swonell and Frank Thompson for piloting their club to the second straight championship.

Cubs were a first-year club who deserve credit for being in the finals, and they proved worthy opponents for the Imps.

Sylvia Armstrong was outstanding in the series and all season. So much so that she is the year's most valuable player in the Girls' Division. Mar-

Twenty-Four

garet Grace was a tower of strength to her club, and was great in the pitcher's box. In the field the feature plays were distributed by Irma Liebrecht, Phil Main and Jean Davidson. At the plate the big bats were Elsie Kunz, Phil Main and Chris Mikoski.

The manager and coaches are proud of their club in defeat and offer congratulations to the Imps.

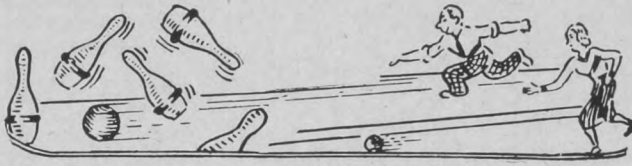
EATON'S MAIL ORDER COMBINE BOWLING LEAGUE

Saturday, September 23, was our Big Day. The 12 teams (10 last year) started off in fine style and some good scores were recorded. Jack Kellas with a 347, was the champion in the second game. Other commendable scores were: R. Newell, 283; P. Heiland, 264; R. McGurk, 260, 233; A. Wright, 249; J. Reay, 243. For the girls: M. Murray, 256, 246, 221; A. Barnicki, 247, 229, 220; R. Ellison, 215, 231.

We would like to take this opportunity to welcome all the new bowlers and hope that they will have a most enjoyable season.

Now that summer is over, our teams should be at full strength which will make for better competition. If, for any reason, you are unable to bowl, try to let your team captain know as soon as possible so that he may arrange for a substitute.

Eaton's Mixed Five-Pin Bowling League



PIN-BOY CHATTER

Five weeks of play are already on record but scores are only now beginning their upward trend—slowly, ever so slowly. Guess we can blame it on a hectic summer.

However, bowlers, now that you're getting your footing, taking deadly aim and not tripping over the foul line, keep in mind there's a big month ahead of you. You can be lucky in many ways!

On November 7, scores will determine who represents Eaton's for the Ruth Bannon Memorial trophy and the Charles R. Gibson competitions. Ten girls' teams and seven men's teams.

November 14 could mean a free turkey for approximately three dozen lucky individuals, and also the Sam Wasson competition representatives will be picked from high scorers.

Yes, November is going to be a lucky month.

Now to look over our large family of nine divisions—76 teams—first series honours are being closely contested everywhere.

In Division 1, Sparklers, led by Willie Adams, have a fair 3-game margin over Bill Stewart's Set-Ups, and the Roughriders, Millwrights, Crackers and Jay Dees are all one game behind Bill. Hitting the spotlight with high scores have been Bill Liver and Bill Stewart, 766; Lloyd Waddell, 754 (306); Jack Ross, 702; Sig Sigvaldason, 680; Donna Ducharme, 687, and Siggy Breckman, 641.

Division 2 has seen George Bennett's Strollers ahead all the way but now only one game over Outlaws and Boopers. George has been in the chosen few for several weeks with 718, 734, 641. Ernie Wall was tops with 799 (313), and Dot Chisnell was chasing the boys with a 725. Others on top were Ed Anderson, 705; Mary Scott, 605; Bill Melnyk, 689, and Bob Simpson, 622.

Guy Cancilla's Fuzzies have maintained a steady lead but Bill Hogg's Don'nos and Wall Bees are one and two games behind. Old reliable Gordie Quinn with 780 was in the limelight again. Maurice King and J. Brodie, both with 663, were warming up, as were C. Saunders, 658; Joe Green, 653; A. Farquhar, 647; K. Melnyk, 620, and T. Elliott, 620.

Speedballs, led by M. McKenzie, came out of a tie with Stampede only to tie up with "Wiggie" Wiggins' Monarchs. Rovers are one game behind. Jack Donnett not only topped the division but the league, too, with a smooth 842 (325, 284, 235). Harvey Sheidow with 744, was a hot new comer, as was Harold Rogers with 719. Lady stars were Dot Martin, 642; Anne Solatycki, 606; Noreen Price, 697, 606.

Merrimacs (Bill Girdlestone) and Wiggetts (last year's champs) have been battling in a tie for several weeks. The Monchak-Byachek combination have been pulling their weight as usual with 624, 641, 694 and 721 respectively. Adding good support were Bob Shusterove, 681; Gil Rosie, 653;

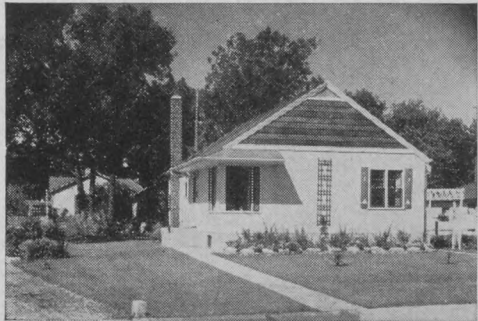
Roy Lowe, 708; F. Crosley, 670; Gladys Morris, 736; B. Valentine, 732; and M. McKenzie, 633.

Division 6 finds "Jumbo" Westman's Fixers now one game up on Ted Black's Blazers. Mixers and Jeeps are close behind. Hugh Duyvejack of Split Atoms threw a nice 694; J. Hunter, 682; and for the ladies, A. McCaffrey, 649. Also shining were T. Black, 621; F. Frampton, 645; and Anne Fost, 649.

Try Hards have led Division 7 most of the way but "Sherlock" Watson's Peppy Pals are not to be forgotten. Tops for male bowlers was A. Krienke's 629; R. Wicklund, 627; C. Napier, 578; and Y. La Fortune, 607; R. Evans, 602 for the girls.

The Aristocrats, led by Forbes Grassick, have a game lead in Division 8 over George Huntington's Zippers. Sportogs and Meteors are also close. George was in his old form with a 774 and Frances Spice shared honours with a nice 674. Good singles were Ewan McFadyen, 300, and Pat Griffith's 280.

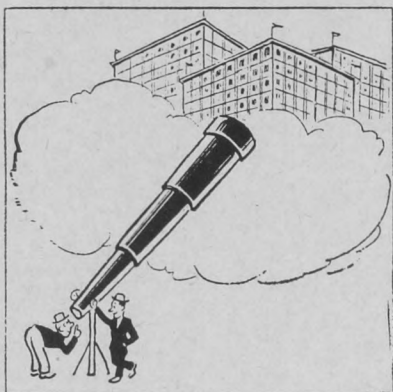
Top team of the bottom division was Norm Henry's Panthers with 12 wins and 3 losses over Ted Davis's Admirals who have 10 and 5. Vic Taylor of the Whippers, topped the division with a 719, and second place honours go to Emily Ogradnick with 617. Syd Day had a 600 and B. Silver 569.



Alex G. Bremner (Delivery Department) won two prizes for his grounds pictured above. He came second in the St. James Horticultural Society competition for lawns, and second for beautiful homesites.

Congratulations, Alex, on a very worthwhile hobby.

WHAT'S GOING ON-



AROUND HERE?

BASEMENT STORE

Men's and Boys' Furnishings

Gloria Tuckwell, who is being married early in the spring, left September 30 to attend Bethel Bible College in Saskatoon. Two dinners were held. The office girls presented her with a bedthrow, and the girls from the department presented her with a travel alarm clock. Mr. T. Carson, head of department, presented Gloria with Revere ware. Best wishes to you, Gloria.

* * *

MAIN FLOOR

Books and Stationery

Miss L. Vincent (Magazines) who retired this month, was presented with a mantel radio from the staff by Mr. S. C. Florence, head of department.

Miss J. Brisson (Magazines) left to be married to Charles Haverstick, Jr. The wedding took place September 30, in Westminster United Church. Prior to leaving, Mr. S. C. Florence, head of department, presented Miss Brisson with Revere ware and best wishes from her fellow workers.

Several members of the staff have been on the sick list. We hope they will be back with us soon.

* * *

SECOND FLOOR

Millinery

Another Store romance came to light on Monday, October 22, when Pat Kirkpatrick came in wearing a beautiful diamond ring. The lucky man is George Nisbet of the Basement Store Men's and Boys' Furnishings.

* * *

THIRD FLOOR

Meat Department—By Annette Derkach

Welcome to Jack Grant, another newcomer to our department.

Glad to see Mr. Woodward back after his illness. Hope you're feeling better now.

It's good to see our retired "boys" coming back to see us every once in a while, but why don't they come more often?

Twenty-Six

Mr. McLeod, one of our old-timers, left us for good on October 14, to reside in Kenora. We all wish you the best of luck and do come to see us whenever you are in town.

We had a short note from our own soldier, "Kelly" Williams, a few days ago. Don't put on too much weight, Kelly, or we might not be able to recognize you.

If anyone thinks tonsils is an easy operation, ask one who knows—your Meat Department reporter—ugh!

China Department

Florence Turnlund of the China office was married on October 7 at Our Saviour Lutheran Church to Edmund Overgaard. The department gave Florence a torchiere, and the girls had a luncheon for her on September 27 at which they presented her with an 8-person setting in Swedish crystal. Good luck, Florence.

Electric Washers and Vacuums

The department had a party at Peggy's Pantry in honour of F. L. Akin, assistant, who celebrated his 35 years with the Company on October 4. Dancing was enjoyed and talent was discovered among our staff in the person of Jack Spillett who did a wonderful arrangement of "Blue Bird of Happiness," also George Resch who did a marvelous job at the piano. Mrs. Akin was presented with roses.

The gang ensured that the party would be a complete surprise for Mr. Akin by having one of the salesmen ask him to go along to value a trade-in washer at Peggy's Pantry.

* * *

SIXTH FLOOR

General Office News—By Thelma Rand

A number of members of our staff have left us this month. Brian Munroe left to join the army. He was presented with a writing case from the staff. Hugh Weibe left to join the R.C.M.P. and also received a writing case. Lila Forrester took up steady housekeeping duties and she received stockings as a parting gift. Doreen Verkindt (Correspondence) left and was presented with a gift of lingerie. To all these members, we wish the best of luck in their new duties!

Mrs. Billy (Robertson) Taylor was blessed with a son.

On Wednesday, October 11, Margaret Smallwood left the office. Margaret was married to Jack Marshall, October 14, in Norwood United Church. Upon leaving, Margaret received a lovely torchiere lamp from the girls and Mr. R. B. T. Whitbread, supervisor, presented her with blankets and sheets from the General Office staff. Congratulations to you both.

On September 20 Marge Magnusson came in with a big smile—the reason—a beautiful diamond from Hugh Weibe. Good luck to you both.

We wish all our sick members a speedy recovery and hope to see you all back soon.

* * *

SEVENTH FLOOR

City Inspectors

We wish the best of happiness to our two new brides-to-be: Vivian Warren, who received her diamond from Joe Lernout, and Dorothy Shepherd, who received hers from Bob Frater on September 13.

Our good wishes also go to Marion Kazuk who was married September 30 to Karl Iwanosko at Harrow United Church. Marion received linens and other household equipment from the department.

Wages Office

Our best wishes to Molly Thom who was married to Willard Schultz at St. John's Cathedral on October 21. Molly received a leather hassock from the department, and Doris Farrington and Helen Rennie held a kitchen shower for her at Helen's home.

Electricals

Margaret Stewart recently received a diamond from Alex Kirk. Best wishes to you both.

Howard Gillan, who left our department on October 21, received a gladstone bag from the staff. It was presented by Mr. E. Adey, head of department.

Our regards to Mr. J. E. Lucas, Paris buyer for Electricals, who passed through Winnipeg on October 12, on his way to Vancouver. On his return trip he will visit the western stores.

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EIGHTH FLOOR

Sales Audit

Donna Peterson left Saturday, September 16, and was married to Stanley Ayres (Carpets) on September 22. On behalf of the girls, Mr. R. Anderton, head of department, presented her with a pair of sheets and pillow cases. Best wishes, Donna and Stan.

Wedding bells rang out for Helen Will on October 7, when she married John Compayre at St. Andrew's Anglican Church. Before leaving the office, Helen was presented with Revere wear from the girls. Good luck, Helen and Johnny.

Nancy Williams left October 14 and was married October 21 to Robert Findlay, in St. Paul's United Church. Mr. L. Croft, assistant, presented Nancy with a pair of white blankets on behalf of the girls. All the best, Nancy and Bob.

Congratulations are in order for Sylvia Armstrong for being chosen the most valuable baseball player of the season. Identification bracelets were presented to the players of the Cubs, who finished the season in second place.

Women's Alterations

K. Waywood, head of department, Adeline J. Bean and J. Gunn have returned from their long holidays and are looking wonderfully well. You are heartily welcomed back by the department.

Welcome back to Ethel Maguire and Rachel Cianflone after lengthy absences following operations.

A welcome visitor to 1041 Department this month was Miss Collins, former head of department.

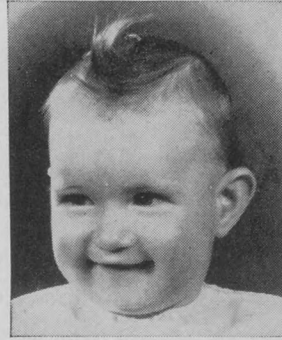
A big welcome goes to newcomers of our department.

Telephones

Alice Jefferson, our bright telephone girl, has left us, much to our regret. Before leaving, Alice received an overnight case from the staff.

Mr. W. Boorman (retired) has been on the sick list, we are sorry to say. He sends thanks for the flowers and cigars sent to him. We hope to see you around soon for a visit.

Yes, Sir, That's My Baby!



If you ask us, this little lady with the sweet smile is a chip off the old block. Name is Maureen, nine months young. Daddy is George McMillan (Carpet Workroom). Mother's name was Peggy Campbell of the Spanish Coffee Court (remember this glamorous spot on the seventh floor?).

Glad to see Marian Frederickson back at work following an operation.

* * *

Light, Heat and Power

A man highly respected and very popular with his fellow employees, Mr. William Kent (Bill) celebrated his quarter-century with the Company on October 15.

Bill first joined the British navy as an apprentice engineer artificer and later came to Canada where he joined the C.P.R. as a fireman and later went on the lake boats. He became chief engineer on one of the vessels. He returned to England to join the army at the outbreak of the first world war, and on being invalided out, with three medals, in 1919, he came back to Canada where he worked as chief engineer on the S.S. Keenora till he joined the Company in 1925.

Mr. and Mrs. Howard Baker lent their home for a party to help Bill and his wife celebrate his quarter-century on October 14. A large number of the engineering staff attended and Bill was presented with a travelling bag which he hopes to use on his long holiday to New York next summer to visit his daughter.

* * *

ELEVATOR UPS AND DOWNS

By Agnes Reece

Congratulations and best wishes to Mr. Fred Deacon who recently retired from our department.

Pearl Paul left us recently and reports that she is enjoying her new position very much. The girls presented her with a set of dishes on her departure. Good luck, Pearl.

We are all sorry to hear of Bobbie Burns' illness and we hope it won't be too long before he'll be back with us.

Joan Osborne left us, too. The girls gave her a set of necklace and ear-rings as a remembrance of the days she spent with us. Good luck, Joan.

Our welcome goes out to Joan Dowson, a new member. We hope your stay with us will be a happy one.

ALEXANDER AVENUE WAREHOUSE

M.O. Furniture—By D. Mattern

On the morning of October 4 a stranger strolled into our department—oops—it's Dick Wright, our 25-year man returned from an eight-week holiday. Glad to have you back.

Congratulations to Doug Attwood (M.O. Bedding) and Mrs. Attwood (formerly Kay Foster, 1745 cafeteria) on the arrival of Gary Charles.

We are sorry our Robert Dudley of the Bedding Department is away owing to illness. Hope to see you back soon.

* * *

PRINTING PLANT PATTERN

By M. Torrance

Congratulations, Grandpa Clay, on the birth of a grandson, Murray Thomas, born Thursday, October 12.

We extend heart-felt sympathy to Mr. Robert Torrance in the loss of his brother, Hugh, who passed away Monday, October 9.

The baseball dance, held at the Marlborough Hotel, Thursday, October 12, proved to be a very enjoyable evening for the printers' team and their friends, who joined in the fun and frolic with other members of the Eaton ball teams.

During the presentations, Mr. Harry Chatterson accepted the prizes presented by the staff superintendent, Mr. A. D. McDonell, and the M.O. superintendent, Mr. A. H. Young, on behalf of the printers' team.

LETTER OF CREDIT

"Contacts:

"October 1, 1950

"May I submit in your publication, a point of interest to Eaton Employees in regard to our Charitable Fund. We get a statement occasionally as to how our contributions are distributed through various charitable endeavours, but this is only so much fact on paper.

"I had occasion to see for myself and to benefit personally last summer, when I visited the United Church Fresh Air Camp at Gimli, Man., where our little girl was recuperating from a severe illness.

"Let me assure you that my wife and I were thrilled with the wonderful facilities and care the children receive at this camp. When we learned that our Charitable Fund is a contributor to this worthy cause, it gave us additional satisfaction. Hence this letter; we think things like this should be made known.

"Respectfully,

"L. Glenat (210)."

Eaton Catalogue Used For Pillow

"There were a pair of someone's spare dory boots and a tattered Eaton's Limited catalogue in his way. He shoved the boots aside and put the catalogue under his head for a pillow."

A Canadian institution, every now and then the Eaton catalogue comes into the picture in fact or fiction. This extract from the "Saturday Evening Post" of April 15, page 13, was sent to Contacts by Mr. Neville Smith, M.O. Advertising.

Twenty-Eight

THE DRIVERS ARE "TOP-NOTCH" SALESMEN!

The "friendly smile" of the Eaton driver—that is a phrase heard over and over again as a housewife relates to her neighbour some act of courtesy or sheer friendliness on the part of "her" driver.

Due to the rapid spread of the city, the housewife in the more outlying sections has to depend more and more on the telephone for her shopping. She has not time to dash in while her children are at school. Therefore, practically her only representatives of the famous Eaton service are the girls on the order board and the men who deliver her purchases.

That neither of these two increasingly important sections of the Company is failing to create satisfied customers is demonstrated by the letters that reach us, like the one published last month about a telephone operator and the one that follows about a driver.

"250 Hawthorne Ave.,

"N. Kildonan, Man.,

"September 26, 1950.

"The T. Eaton Co. Limited,
"Winnipeg, Man.

"Dear Sirs:

"Herewith I would like to express my sincere appreciation to your Company for its services. Especially would we like to thank Driver No. 32 (A. Chapman) for his courteousness and his friendly personality. There has never been a time when he has shown anyone anything else than a smile. It is a pleasure to have him come around.

"Thanking you again for your service and that of your Driver No. 32.

"Yours truly,

"Mrs. J. H. Unruh."

ATTENTION, CURLERS!

MEN ONLY

Are you planning to curl this winter? If so, remember your entry must be in *soon*. Why not put it in the mail right now?

If you've lost your entry form or for some reason didn't receive one, get in touch with one of the persons listed below. He will be glad to help you.

Your committee has a big task lining up the games before the season starts, so the sooner your entries are in, the sooner things will be ready.

Forms To Be Returned To:

City—A. L. Barry, Dept. 261. Jack Watt, Dept. 345.

Garage—S. Hives, Dept. 142.

M.O.—George Agnew, Dept. 1747.

M.O. Time Office.

Warehouse—L. Wimble.

Give Your Committee a Chance!

It is to be feared that those who claim having seen a flying saucer, all too often have looked upon one cup too many.

IN THE MAIL BAG

MAIN FLOOR

Elsie Rempel (Egg Candling) was married to Olaf Stensrud, October 14, at Grace United Church. Elsie was presented with a table lamp from the department, and all joined in wishing her every happiness in her married life.

* * *

SECOND FLOOR

M.O. Packing and Shipping
By C. Ridgedale and G. Burton

Rona Einarson, of the office staff, celebrated her quarter-century on September 22. Her gift from the department was a lovely Moorecroft table lamp. The girls on the staff presented her with a Parker 51 pen and pencil set.

In honour of Rona Einarson and Rooney Sigurdson, now of M.O. Complaints, formerly of Packing, the girls had a luncheon at Moore's on September 23. Rona received a picture and a bedroom lamp.

Four new diamonds made their appearance in the department recently. Best wishes are offered to Hazel Ellis, Helen Warkinich, Wilma Tait and Jennie Olsen.

Congratulations to Mr. J. Ross who celebrated his 35th anniversary with the Company on September 17, and to Mr. J. Flack whose 35th occurred October 13.

We're glad to see Mr. O'Dell back to work and looking well after his recent illness.

* * *

THIRD FLOOR

M.O. Carpets—By L. Beasse

Our deepest sympathy is extended to Mr. Robert Laird in the loss of his mother who passed away Friday, October 13.

M.O. Budget Plan—By L. Vipond

Congratulations go out to Ruby Maire and Phil Tallack who were both \$5 ticket-holders in the Trans-Canada Sale draw.

On leaving the office October 14, Charlotte Hellyer was the recipient of a brilliant necklace and ear-rings to match. Good luck, Charlotte.

Helen Penner was married at the Mennonite Brethren Church, College Avenue, on September 23. We all wish Mr. and Mrs. Kroecker the best of luck.

* * *

FOURTH FLOOR

M.O. Children's Shoes—By D. Webb

The girls of the department entertained at the home of Florence Desrochers, September 22, in honour of Dorothy Clubb (nee Higham). A corsage and a chenille bedspread were presented to the honoured guest.

* * *

FIFTH FLOOR

M.O. Stationery—By K. Joel and D. Gray

October 6 was the big day for May Turk when she left our department to be married. The lucky man was John Beverley. Nellie Davies and Jean Fairhall entertained in May's honour that evening with all the department staff and a few Store friends present. Doug Gray, assistant, presented May with a pair of blankets as a gift from the staff. Saturday morning, Mr. S. C. Florence, head of

Stationery Department, Store, presented May with a lovely combination bookcase and china cabinet, also a gift from the department. A trip to the twin cities and towns south of the border has been planned. Our very best wishes for a happy future, May.

We said good-bye to Sam Fleming who left after two years with our department to assume new duties with the Store Jewellery Department. A presentation was made by Mr. R. N. Gregg, head of department.

We wish to welcome Mr. Norman Gregg as Mr. Fleming's successor, and to extend our best wishes and good luck to them both.

M.O. Sporting Goods and Toys
By J. McNiven and D. Hardiman

We are glad to see Ronnie Ford back again and all hope that he will soon be feeling as good as new.

Congratulations to Alec and Mrs. Rondeau on the birth of Dianne on September 5. Young Dianne weighed in at 6¾ pounds.

Congratulations to Bill Liver on the occasion of his 25 years with the Company on October 6.

M.O. Drugs—By Miss Dixon and D. Livingstone

Several changes have taken place in our department since last we reported. First, we wish to welcome Bob Roulston who has come out of retirement to give us a hand; and Alice Jefferson who came to us from the Store Drug office to fill the spot made vacant when Martha Wilson decided to return to Ireland. Martha left September 30. Mr. R. L. McGurk, head of department, presented Martha with a travelling bag on behalf of the staff. We all wish her the very best.

October 14, Ella Tepper left us and received a gift from the staff presented by Mr. McGurk. Good luck, Ella, come and see us some time.

We were pleased to see Anne when she popped in for a visit. Anne highly recommends married life.

M.O. Draperies—By R. Prynn

On Friday, October 13, the girls of the department held a double shower at the Antique Tea Rooms in honour of Joyce Brethauer, bride-elect of October 21, and Marie Melnychuk, bride-elect of November 4. They were each presented with a pair of woollen blankets. Joyce also received a sandwich toaster from the department. Our best wishes, Joyce and Marie, for future happiness.

* * *

SIXTH FLOOR

Watch and Jewellery Repair—By M. Hoover

Saturday, August 26, marked the wedding day of two popular Eatonians when Ron Collins and Joan Thomson were married. The ceremony took place at Regent's Park United Church. On behalf of the staff, Mr. O. Olafson, head of department, presented Ron with a chest of flatware. Hearty congratulations and best wishes for every happiness, Ron and Joan.

Kay Mickelson left on Saturday, October 14, to reside in St. Paul, Minnesota. Good luck, Kay, in all you do. We will miss your cheery personality round these parts. A smart leather bag was given to Kay on her departure.

Glad to have Bill Murray back after his long illness.

CONTACTS

M.O. Dress Goods

Our department wished Dorothy Prawdzik lots of luck when she left September 15 after six years' service, to reside in Hamilton. Mr. I. Kilpatrick, assistant, presented Dorothy with a black suede handbag to mark the occasion, and the girls had a dinner at the Homestead for Dorothy and gave her a compact as a keepsake.

Our deepest sympathy goes out to Margaret Martin in the loss of her father recently, at Beau-sejour.

* * *

SEVENTH FLOOR

Shirt Factory—By A. Kirkby

There hasn't been a dull moment around this department lately. First, we report a visit by the stork to Mr. and Mrs. Bert Philpott, who became the proud parents of Wayne Arthur on September 14. Wayne weighed 7 lbs., 5 ozs. Mamma is the former Hazel Wilson of 147A.

On September 21, Annie Rolland celebrated her quarter-century with the department. Annie hails "frac" Scotland and her table was well decorated with the plaid as well as numerous gifts from her associates. The staff presented her with a lovely torchiere lamp.

September 23 was the big day for Lena Goodmanson when she celebrated her quarter-century. Lena was presented with luggage from the staff and many gifts from the girls.

October 7 will long be remembered by Ruby Frame. On that day she celebrated 25 years with the Company, and on arriving at her desk that morning, found it snowed under with gifts from well-wishers. Her gift from the staff was luggage, not forgetting the snuggles.

October 7 also saw the departure of two brides-elect: Mary Klassen, who became the bride of George Penner, October 14, and Helen Marnie, who was married October 28 to Rudolph Richards. Both girls were entertained at a shower and were presented with gifts of china and silver.

Our congratulations and best wishes to you all, brides and quarter-century members.

Women's Dresses—By R. Hodgson

A pretty wedding took place at St. Boniface Basilica on October 7 when Theresa Normandeau exchanged marriage vows with Yvon Fortier. On her departure, Theresa was presented with a mantel radio on behalf of the department and staff. Our best wishes to the happy couple.

M.O. Salesroom, Files and Correspondence By R. Soutter and D. Balsdon

Best wishes to the following girls who recently left to be married: Grace Town left September 23 to become Mrs. Archie McNeil. Another member of the staff who left recently is Frances Skinner. She was married October 21 to Gordon Tolland. Both brides-elect received blankets as gifts from the department.

Two happy girls in the department received diamonds recently: Dolores Doiron and Jean Campbell. Best wishes to you both.

We are glad to report that Laureen Finsson is back at work again after a sojourn in the hospital.

We would also like to say "hello" to Joe Sigurdson who is in the King Edward Hospital.

M.O. Lingerie—By B. Nash

Our best wishes to Lillian Stepko who left September 28 to live in Toronto. The department presented her with a gift of table linen.

M.O. Juvenile and Sportswear By M. Pariseau and J. Johnston

On October 11, Lea Laliberte left to be married to Bert Vanderstein. The wedding took place October 14 at Sacred Heart Church. As a parting gift, Lea received a 21-piece tea set. Clear sailing ahead, Lea!

We would like to welcome Alex Jones to our department. Alex was formerly with the Receiving staff.

We are sorry to hear that Mae Burwash is on the sick list and we hope she will be back with us again very soon.

M.O. Millinery and Women's Accessories —By M. Fraser

Our congratulations and best wishes to Marjorie Delf, who became the bride of Bob Henry of Rosendale, Manitoba, at a ceremony in St. Stephen's-Broadway Church, on Saturday, October 14. Before leaving the department, Marge was presented with a silver tea service as her gift from the staff, and a lovely mirror as a shower present from the girls.

* * *

EIGHTH FLOOR

M.O. Jewellery—By N. Robson and J. Farr

We are happy to report that Hazel Moore is back with us again after a lengthy illness following an operation. Welcome back, Hazel, and best wishes from the gang.

A departmental corn roast was planned for September 29, but owing to the weather it was cancelled, so Mr. and Mrs. Jack Donnett generously offered the hospitality of their home for a party instead. There were games, dancing and a beauty contest. The highlight of the evening was when Lucille Pellerin with her accordion, led the singing. Thanks a lot, Lucille. To Mr. and Mrs. Donnett, our sincere appreciation for your kindness and we hope you ask us back again sometime!

Glad to have Caroline Stefanyk and Mabel Purdy back again.

M.O. Copying—By D. Hunt

Congratulations to Mary Thompson on winning the trophy for "C" class at the golf field day at Elmhurst. Nice golfing, Mary.

Best wishes to the following girls who became engaged recently: Eleanor Scott, Dorothy Henteleff, Doreen Parker and Lucienne Lemire.

M.O. Exchanges—By M. Davies

A presentation of a mantel radio and a lovely array of individual gifts was made to Irene Hutt on Saturday, October 7, in honour of her 25th anniversary with the Company. To quote Irene: "They've been pleasant years spent with pleasant people in pleasant surroundings." We return the compliment, Irene, by saying it's a pleasure to have you as a co-worker.

Your correspondent entertained in the evening in Irene's honour. A travelling clock, presented by Myrtle Murray on behalf of the girls, will, we hope, be well christened on the forthcoming two months' holiday next summer. Congratulations from all of us.



Arthur Bass

Research Party

The usually "oh, so sober" Research Bureau went all out on October 18 and held a gag-gay party in honour of Arthur Bass who celebrated his 35th anniversary last month.

In the pictures above can be seen the 1951 "Baby" Bob Oliphant winning the coke-drinking contest. In the centre is a group at the party.

On the right-hand side is "Dr." Bob Oliphant "operating" on "patient" Bud Chalmers. "Nurse" Jim Whiteside keeps a tight hold on Mrs. Kershaw who nearly jumped through the window backwards when she was tickled with feathers as she approached the patient.

On October 16 the Exchange staff extended congratulations to Allen Brazier on the occasion of his 35th anniversary with the Company. Mr. G. W. Robinson, head of department, presented Allen with an electric razor, gloves and a tie, gifts of his business associates. He also had a deskload of personal gifts.

Friday evening, October 13, the gang ganged up on Allen with a surprise party at his home. Mr. Robinson again did the honours on behalf of those present by presenting Allen with a Parker 51 set and Mrs. Brazier (formerly Ethel Fraser of M.O. Exchanges) with a lovely corsage. The guests enjoyed singing and dancing and a lovely supper.

M.O. Complaints—By J. Baynes

"A lovely ring on a nice lady," said someone when they saw the diamond sparkling on Muriel Glennie's left hand. The lucky man is Jack Graham (Watch Repairs). Good luck and best wishes from us all to you both.

We are all sorry to hear about Albert Osborne's illness but hope it won't be too long before we see that friendly grin of his again in the department.

September 30 we said "good-bye and lots of happiness" to Mary Fegal who left to become Mrs. Edward Nowalkowski. On leaving, Mary was given a lovely mirror from the department and a number of gifts from friends on the staff.

September 21 was "the Big Day" for Roonie Sigurdson, for that was the day she celebrated her 25 years with the Company. A desk gaily decorated with all manner of lovely gifts from the department and her many friends, greeted Roonie on her arrival at work. Everyone joined in congratulating Roonie and wishing her "all of the best" for the future.

A joint dinner was held at Moore's, Saturday, September 23, in honour of Roonie Sigurdson (118A) and Rona Einarson (122) who were both celebrating their 25 years with the Company.

Miss Jessie Simmons welcomed the guests who numbered about 60, and spoke highly of both girls and their work. She presented Rona with a lovely clock and petit-point picture on behalf of

Department 122, and Mae Lloyd presented Roonie with boudoir lamps from 118 and 118A. Marion Hewitt sang a solo which was enjoyed by all.

M.O. Correspondence—By June de Gagne

Irene Smith, another of the Correspondence Department's happy victims, has become engaged to Wallie Millan. Congratulations, Wallie, you're a lucky boy.

Joanie Hebert left the office October 14 to be married the following week. She received a lovely bed throw from the office staff. Joanie received many gifts at the shower held for her in the Orange Hall, Norwood, on October 6. A coffee table with a blue plate glass mirror was presented to her from some of the girls in the office. Best wishes to you both, Joan and Andy.

Bea Winters has lost her appendix, and this is one case where the loss won't be missed. Get well soon, Bea, the office is slowing down. We need your happy smile.

Our deepest sympathy to Mary McDonald on the death of her aunt, Miss McEvoy, formerly of M.O. Copying.

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NINTH FLOOR

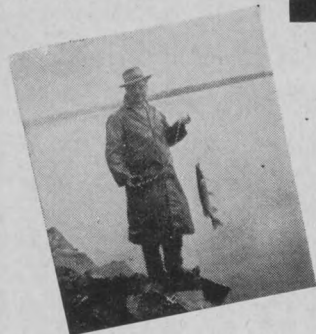
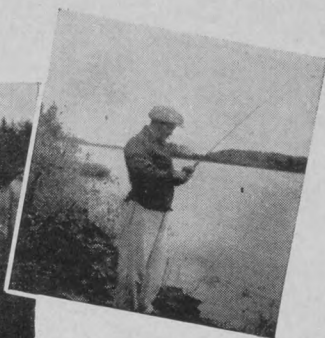
M.O. Gloves and Hosiery—By May Scott

We are glad to have Ann Stefansson back after her illness. By the time this goes to press we hope to have Ainslie Johnson back as well. Ainslie had the misfortune to break her arm.

M.O. Men's Furnishings—By D. Dee

Clem Gibson, a very popular member of our department office staff, left October 11 to marry Harold Turner. Mr. L. Cleve, head of department, with a few well-chosen words, presented Clem with a radio from the department. Many other beautiful gifts adorned her table. To Clem and Harold we extend every good wish for a very happy future.

Clem was the honour guest at a miscellaneous shower given by Mrs. Watson and Mrs. Gillis at the home of the former. The gifts were presented by little Heather Blain. The girls of the department held a kitchen shower at the home of Mrs. Cutforth.



Top Left—Shooting at the butts. Mr. Ed Fritzler (1766), Mr. Bill Hill, of Canadian Bait.

Top Centre—Carrying a catch of jackfish to train. Mr. F. Price and Mr. J. Murray, visitors.

Top Right—Mr. A. Irwin (132) catching perch.

Lower Left—Doug Burns (270) says: "Nuff' for a feed."

Lower Right—Arni Cooper and Pete Stychuk (Pete behind the beard).

EATON ANGLING CLUB

"Thank goodness those anglers from Winnipeg have called it a day for another season!" said Jack Fish, with a flip of his tail, as the Eaton Angling Club made its final trip to Indian Bay, Shoal Lake, on the week-end of September 30.

Over 100 Eatonians made the trip and fishing was the main event of the day, although the committee planned various events for those who had either caught their limit or grew tired of fishing.

There was .22 rifle shooting at the butts, under the capable direction of Fred Brown, assisted by Arni Cooper. The horseshoe pitches were filled all the time, too, while a few energetic golfers passed their time on the small but sporty golf course.

Several gags were played on the train, both outgoing and home coming, which brought fun to all—even the "nurse and interne" parts played by Fred Brown and Ernie Fletcher.

The souvenir program was much enjoyed by the members and their friends. It also contained much useful information on fishing. The club is indeed fortunate in having the resourcefulness and untiring enthusiasm of Arni Cooper.

There were prizes for members and visitors, too. The following were won by:

Members

Largest fish by weight—E. Fritzler (4 lbs.)
Largest pike by length—M. Fogg (24 inches)
Largest perch by length—Mr. Irwin (13 inches)
Largest legal catch by weight—J. Duncan (13 lbs.)

Visitors

Largest fish by weight—B. Bay (5 lbs.)
Largest pickerel by length—J. Redikop (20¾ ins.)
Largest pike by length—W. A. Hill (25⅞ ins.)
Largest legal catch by weight—Mr. Johnson (8½ lbs.)

PORT ARTHUR NEWS

On Saturday, October 14, the Port Arthur department heads and their ladies gathered at the Golf and Country Club to bid farewell to Mr. and Mrs. J. A. Snowden on the occasion of Mr. Snowden's departure to take up his new duties at the Winnipeg Store.

Following a buffet supper, Mr. H. E. Perry, assistant Store manager, on behalf of the gathering, presented Mr. Snowden with a framed seascape in

oil by an Italian artist, and Miss M. McConnell, head of department, Women's Wear, presented Mrs. Snowden with a bouquet of roses.

In accepting the gift, Mr. Snowden spoke of his happy associations while at Port Arthur. Mr. C. Hine, head of department, Men's and Boys' Clothing, extended a welcome to Mr. G. D. Nelson who had recently arrived from Prince Albert to take over the management of the Port Arthur Store.

In Memoriam

MR. JAMES LOUDON

On September 28, Mr. James Loudon, of the Economy Home Furnishing, passed away. Jim, as he was known to his many friends throughout the Store, had been with the Company for eleven years. He joined Eaton's with the first national housing show in the Economy Home Furnishing section. He moved to the floor men staff and was with them for two years. During the last war he joined the Piece Goods Department and remained there till the end of the war when he re-joined the Economy Home Furnishing.

His friends say Jim was an ardent and persistent fisherman, always the first one out of the lodge in the morning and the last one to return at night, and they will miss him on their fishing trips.

Mr. Loudon was married to the former Irma Collett who was in the Draperies and Basement Store before her marriage. They have two children, Diana, five years, and James, five months. Our sympathy is extended to his wife and children, as well as his mother and sister, Ted, who survive.

MISS MABEL NELSON

Miss Mabel Nelson, who had been a member of the Eaton staff for 35 years until her retirement during the summer of 1949, passed away September 15 at Pilot Mound. She was with the Optical Department at the time she retired.

Her many years of service with the Company built up a wide circle of friends in Eaton's, and she will be missed by all who knew her. Miss Nelson is survived by three brothers at Pilot Mound to whom our sympathy is extended.

MR. T. MOFFETT

"One of the finest Christians we have known," said a member of the Receiving Room staff, when he learned of the passing of Mr. T. Moffett on October 15. "He had a host of friends and will be greatly missed."

Mr. Moffett joined the Company in 1930 and retired on May 17, 1949. Our sympathy goes out to the two daughters who are left.

MR. S. CARSON

On September 19, Mr. S. Carson, formerly of the Piano and Organ Department, passed away. He had been with the Company for 21 years and retired in August, 1949.

We offer our deepest sympathy to his wife, three sons and a daughter, who survive him.

MR. H. PENTON

Mr. H. Penton, who passed away September 25, had been with the Company for over 40 years. At the time of his retirement in June, 1949, Mr. Penton was with the Drapery Department.

Mr. Penton leaves two sons and two daughters to whom we offer our deepest sympathy.

MR. P. GIBSON

The M.O. Packing were sincerely shocked to hear of the passing of Mr. P. Gibson, who had been on the staff for only half a day when he was taken ill. Mr. Gibson, who had previously been on the city police force, joined the Company in the spring of 1950 and worked with the Bindery during the the summer months. He leaves a widow and son to whom our sympathy is offered.

We offer our sincere sympathy to those members of the staff who recently suffered bereavements:

In the Loss of a Father

MR. C. SIMPSON (Paints and Wallpaper)
MISS B. LANNOO (City Inspectors)
MRS. D. CRITCHLEY (M.O. Books and Stationery)
MISS J. LOEPPKY (M.O. Drugs)
MR. M. SIMMONS (Women's Shoes)
MISS A. ROMANACK (Children's Shoes)
MISS B. GLASIER (House Furnishings Merchandise Office)
MRS. H. KALISZ (Grill Room Products)
MRS. B. COUTTS (M.O. Linerie)
MISS E. NYSTROM (Women's Suits)
MR. G. KNOWLES (General Audit)
MISS E. HICKLING (M.O. Notions)
MISS M. MARTIN (M.O. Piece Goods)
MISS B. HENDERS (Drugs)

In the Loss of a Mother

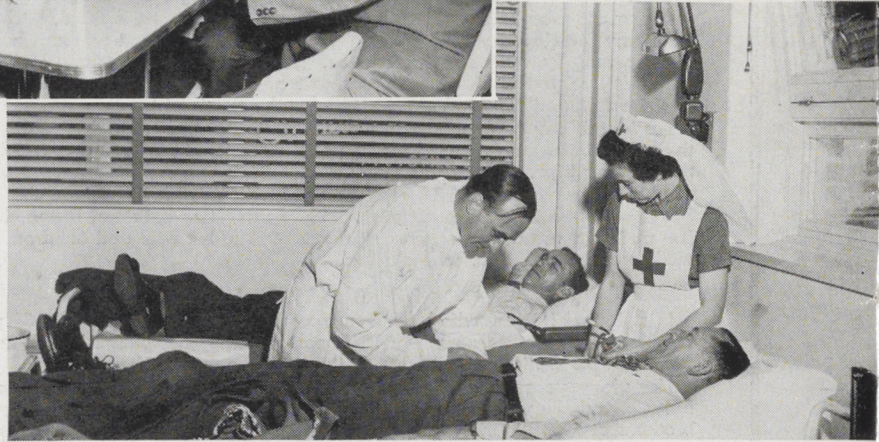
MISS A. MATHESON (M.O. Money Returns)
MISS C. MATHESON (Sales Audit)
MRS. M. KLYMOCHKO (Beauty Shops)
MISS L. HOPPS (Drapery Workroom)
MR. W. STRINGER (Sporting Goods)
MR. R. LAIRD (M.O. Carpets)
MISS V. HENCHUK (M.O. Packing)
MISS M. LIGHTFOOT (Drug Factory)

In the Loss of a Sister

MRS. B. HOUSTON (Furniture)

In the Loss of a Brother

MR. G. WOOD (M.O. Packing)
MR. R. TORRANCE (Printing)
MRS. M. CADMAN (M.O. Packing)



Some Recent Blood Donors

Top picture—left to right: D. Wilson (215), J. Paul (215),
T. Davies (238), J. Gargett (238), J. Frisken (238).

Lower picture—Dr. C. Harris, C.R.C.; R. Patterson (270),
Miss J. Golebioski, C.R.C; J. Allan (238).

Keep It Flowing, Eatonians!

The Store-wide appeal for blood donors to support the Eaton Blood Bank of the Canadian Red Cross has met with a magnificent response. **One hundred and forty-three Eatonians**, men and women, gave their blood at two of these newly organized clinics.

However, there is still a real need for donors. If you are physically able to give, it will take only an hour of your time, twice a year, and cost you nothing. It may be **your** family that benefits.

See Your Welfare Secretary Today!

Thank you, Eatonians!